

#AskAboutAsthma 2026

10 years of asking about asthma

NHS

The campaign journey starts today

THREE CAMPAIGN PHASES

01 17 August-9 October BACK TO BASICS

Set an improvement target



Choose a locally owned, measurable action linked to one of the four asks.

02 7-11 September CAMPAIGN WEEK

Every child.
Every breath.
Every neighbourhood.



Take part in the webinars and practical workshop.

03 11 September A VISION FOR 2036

Share learning and shape the future



Capture improvement, ideas and commitments to support the future of children's asthma care.

PHASE 01: BACK TO BASICS

OWN IT LOCALLY

- Set a target
- Determine size and scale
- Submit your plan by 1st September *

TAKE DIRECT ACTION

- Start as soon as you can
- Gather evidence
- Submit a summary by 9th October

MAKE IT MEASURABLE

- Learning shared
- Celebrate success
- Consider your next target

*Plan templates will be live on our website from 10th August

KEEP THE FOUR ASKS AT THE HEART OF ASTHMA CARE

1



Personalised asthma action plans

2



Correct Inhaler use

3



Annual and after-attack reviews

4



Air-quality impact on lung health

Further details about the campaign content is coming soon
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