



Asthma is the most common long-term medical condition affecting children and young people.

- **1 in 11 are affected** by the condition, around 3 in every classroom.
- Poorly managed asthma results in over **20,000 hospital admissions every year** in England. 90% of asthma deaths are preventable yet children die of asthma every year.
- **Nearly half of children admitted to hospital have had an asthma attack** in the previous year and 30% have had daytime symptoms in the previous week. But only a fraction have a personalised asthma action plan.

We can all take action to help so that children with asthma lead long, full and productive lives.

#AskAboutAsthma

London's annual [#AskAboutAsthma campaign](#) is marking its 10th year in 2026. Led by NHS England London's babies, children and young people's team, the campaign continues to raise awareness of the simple actions that can help children and young people with asthma live well and stay out of hospital:

- **Having an asthma plan**
- **Attending a regular asthma review**
- **Using inhalers properly**
- **Knowing how air pollution affects them**

Key messages

- Asthma should not limit children and young people's lives.
- Good asthma control means having NO symptoms and NO attacks.
- Following the '4 Asks' supports children and young people and reduces risk.
- Engage and empower patients, parents and carers to #AskAboutAsthma.

Theme: 10 years of asking about asthma: Every child, every breath, every neighbourhood

How pharmacists can support the #AskAboutAsthma campaign:

- **Raise awareness** that asthma can be managed well by acting on the '4 Asks' and share resources.
- **Display** public facing posters from the [campaign page](#) in appointed areas.
- **Every time a CYP is prescribed an inhaler**, [check technique](#), correct spacer, adherence and that if a blue reliever / rescue inhaler is used it is used alongside a preventer inhaler or in a combined form (Maintenance and Reliever-MART).
- **Let the GP know** if a parent or young person isn't collecting their prescribed medication or if you have identified that a Parent/carer/ young person is collecting large numbers of reliever medication.
- **Inform patients/relatives** trying to buy a [nebuliser](#) or nebulisers to deliver asthma rescue medication to CYP that these should only be used if recommended and managed by an asthma specialist.
- **Support parents/carers and CYP to understand** the importance of good Asthma management and the positive impact on their life.
- **Sharing messaging** around asthma triggers - [Stop Smoking London](#), [vaping](#), [London Youth Vaping, damp and mould](#) and house dust mite prevention.
- **Share messaging** around [safe disposal of inhalers](#).
- **Encourage uptake** of the [free flu vaccine](#).

Contact us: england.cyptransformationldn@nhs.net

Follow us on Instagram: bcyp_nhsldn

Scan the QR code or search 'NHS London Ask About Asthma Campaign'.

