



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.

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 primary care can support the #AskAboutAsthma campaign:

- **Raise awareness** that asthma can be managed well by acting on the '4 Asks' and:
 - **Share** existing resources with your team
 - **Review** the Asthma education and training offer for staff
- **Talk to children and young people** about asthma as a chronic condition that can be managed with the '4 Asks' which should be supported without exception.
- **Document** Asthma diagnosis.
- **Prescribe inhalers** where there is an asthma or suspected asthma diagnosis. Always prescribe inhaled corticosteroid alongside SABA.
- **Follow up** when children and young people do not attend scheduled appointments.
- **Raise awareness** of the [impact of outdoor and indoor air pollution](#) on CYP asthma.
- **Talk to young people and parent/carers** about the risks of [smoking](#) and [vaping](#). Including [London Youth Vaping](#).
- **Display** public facing posters from the [campaign page](#) in appointed areas.
- **Review** how you are supporting patients and their families for whom English is not their first language - [Translated resources are available](#).
- **Call in** patients who have not had an asthma review in the past year or have been prescribed reliever inhalers but not preventers.
- Understand when to refer on for **severe or difficult** to control asthma.

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Follow us on Instagram: bcyp_nhsldn

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

