



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.
- Asthma **is one of the top 3 causes of emergency admission** to hospital (4,000 in London each 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 hospitals 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
 - **Set up** a stall for the public, staff or both focused on the '4 Asks'
- **Display** public facing posters from the [campaign page](#) in appointed areas.
- Encourage staff to #AskAboutAsthma and **attend the conference**.
- **Review** how you are supporting patients and their families for whom English is not their first language - [Translated resources are available](#).
- **Review messaging** to parents/carers about asthma triggers and how they can take action.
 - **Include** information on **smoking cessation** from [Stop Smoking London](#) and [talk to young people about the risks of vaping](#). Including [London Youth Vaping](#).
 - **Include** information on [damp and mould](#) which is more likely to affect people with Asthma.
- **Raise professional awareness** of the appropriate use of the [London Damp and Mould Checklist](#) and the risks of air pollution.
- **Raise professional understanding** of when onward referral for specialist input may be required.

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Follow us on Instagram: bcyp_nhsldn

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

