



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 the **most common chronic medical reason** for students missing school.
- 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 youth organisations 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
- **Display** public facing posters from the [campaign page](#) in appointed areas.
- **Enhance** your own knowledge and understanding of children and young people's asthma.
- **Promote** an inclusive environment in all of your groups and clubs by sharing information about asthma more generally so children and young people understand what it is and how it might impact people who have the condition. See our [spotting signs/symptoms of asthma poster](#) to help you share information about asthma and common triggers.
- **Encourage** young people and their families to think about the [impact of indoor and outdoor air pollution](#) at home and on the way to/from school – air pollution, smoking and vaping can trigger asthma so it's important to minimise exposure.
- **Talk to young people** about the risks of [smoking](#) and [vaping](#). Including [London Youth Vaping](#).
- Both should be actively discouraged.

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