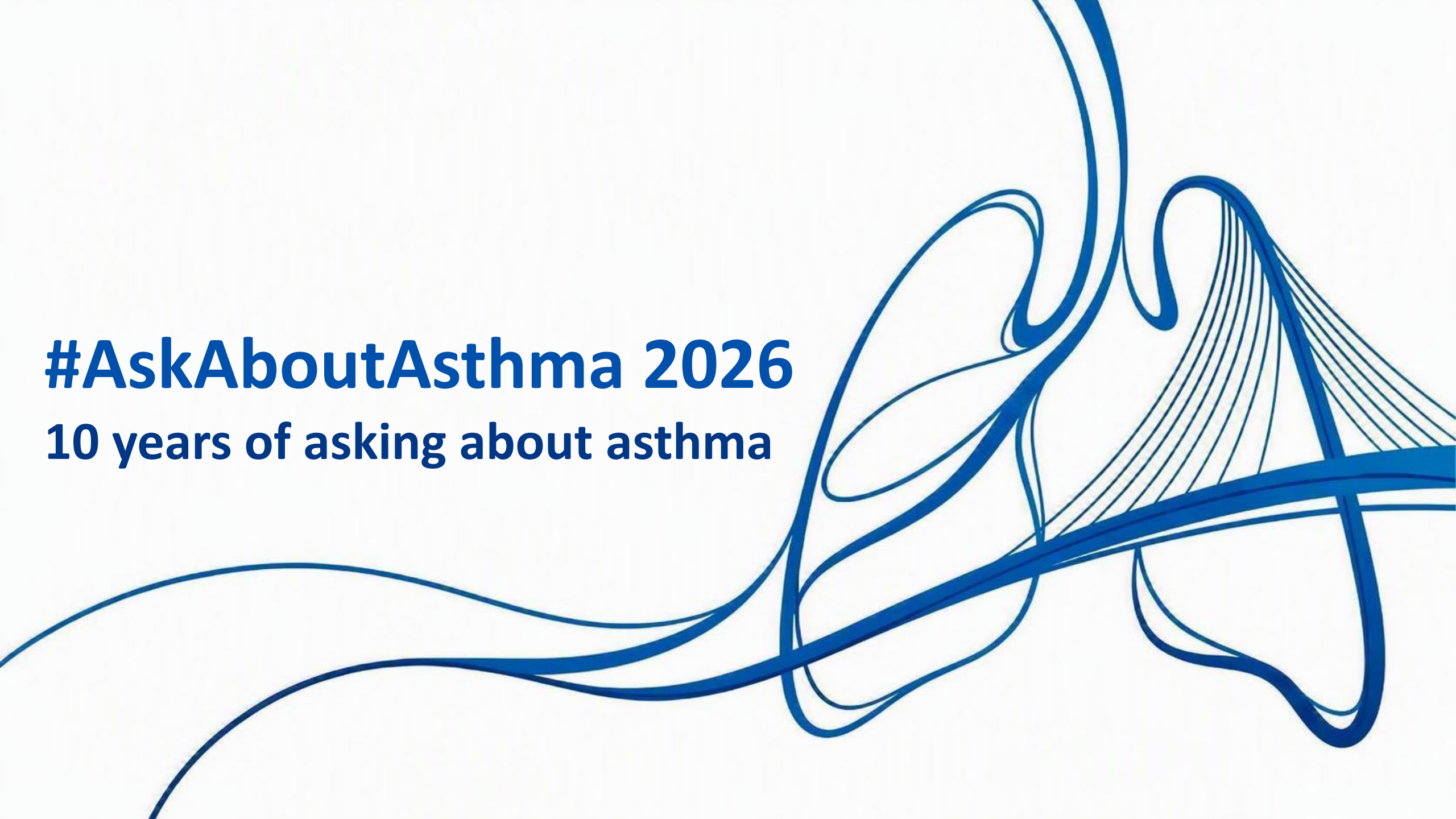


#AskAboutAsthma 2026
10 years of asking about asthma



A Decade of Evidence

Nine years of the campaign have entrenched the four clinical Asks: Asthma action plans, correct inhaler technique, scheduled reviews, and air quality awareness.

The National Child Mortality Database (NCMD) report confirms that most asthma deaths remain preventable. **Directly addressing preventable factors improves control and quality of life for all children and young people (CYP).**

The September Spike

Every year, asthma attacks rise sharply as schools resume after the summer holidays.



Core Campaign Theme: 10 years of asking about asthma

Phase 1

Back to basics.

Setting targets and taking action.

17th August-9th October

Phase 2

**Every child,
every breath,
every
neighbourhood.**

Sector-wide engagement and the core Campaign Week.

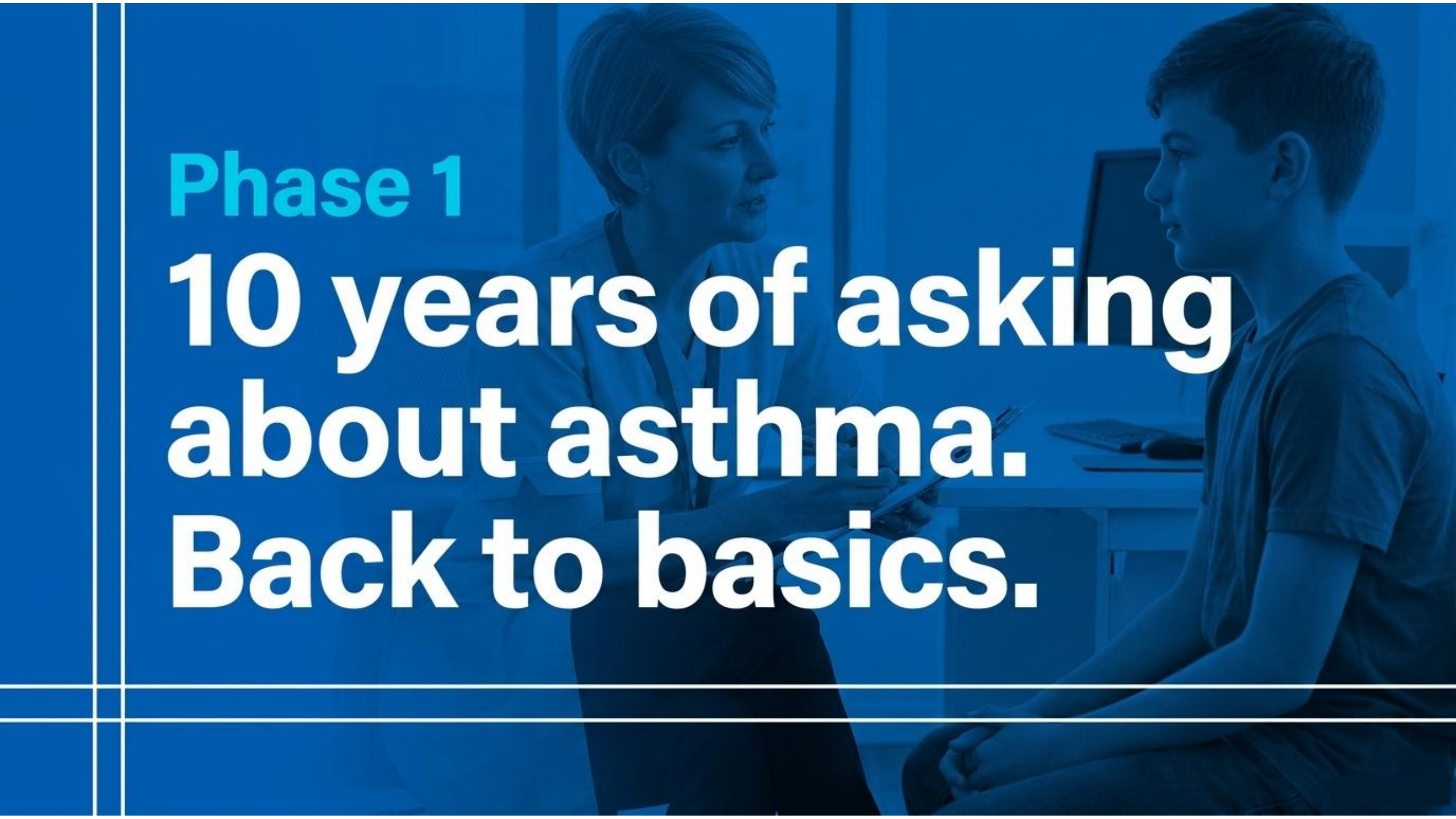
7th-11th September

Phase 3

**A vision
for 2036.**

Digital collective and physical collective to create a 10 year vision.

11th September

A blue-tinted photograph of a female doctor with short blonde hair, wearing a white lab coat, sitting and talking to a young boy. The boy is sitting on a chair, facing the doctor. In the background, there is a desk with a computer monitor and some papers. The image has a grid pattern on the left side.

Phase 1

**10 years of asking
about asthma.
Back to basics.**

Back to basics: who and how?

10-years of #AAA - an asthma sprint

Set a local, ambitious and achievable improvement target linked to the four asks.

Teams, individuals, single services or integrated services across health, care and education can all take part. Consider how the 10 year theme might be integrated e.g. All 10 year olds will..., 10 children have been reviewed, 10 % improvement on....

1

**Personalised asthma
action plans**

2

Correct inhaler use

3

**Annual and after-
attack reviews**

4

**Air-quality impact on
lung health**

Build the target around three rules

Owned locally

Create, deliver and evidence your own
target with local insight

Direct action

Improvement that matters

Measurable

Measure successful delivery, measure impact

“My service will improve Asthma care for CYP through targeted action which links to one of the 4asks #AskAboutAsthma”

Back to basics: 17th Aug- 9th October

Target setting

define a service target linked to the 4 asks. Get the team on board.
Plan delivery mechanisms.
Consider measures of success.

Continuous improvement

We invite you to continue to act.
Refresh your target, and make this the start of a PDSA cycle of improvement for CYP asthma.

Learn and celebrate

A report outlining the art of the possible from collated submissions will be shared.
Each succesful service will receive recognition certificate from system, regional and national leadership.

**10 years of asking
about asthma:
Back to basics**

Submit your plan

on the form provided by 1st September so that we can celebrate ambitions and share ideas in the week of #AskAboutAsthma 2026.

Action

implement your idea, take action, push to meet your target.

Evidence

gather evidence of action, evidence of meeting your target, and any measures of impact, and learning.

Submit

Using the form provided submit a summary of the activity by 9th October.



Example targets: education & system partners

Adapt one target your team can own and action

Choose one idea, refine the baseline, and set a target your team can measure during the sprint.

School nursing teams

- Audit pupils for missing Personalised Asthma Action Plans (PAAPs) and improve this by 10%
- Deliver accurate inhaler-technique checks in schools/for all 10 year olds
- Consider ways to align Benedict's Law requirements with improvement for children with Asthma

Schools

- Create plans that will enable a 10% reduction in asthma related school absences this term
- Support 10 teaching staff to attend an asthma teaching session with the school nursing team
- Increase the numbers of children with an asthma action plan by 10% in your school

Councils

- Set a target and engagement plan for asthma-friendly schools
- Review air-quality hotspots and act on mitigations for nearby schools
- Create a comms plan for sector wide awareness of the 4 asks

Example targets: primary, community & youth

Make every contact count

Choose one idea, and set an ambitious target your team can achieve and measure during the sprint.

Primary care

- Pilot a new approach to annual reviews and find 10 or more of your “hard to reach” families
- Make every contact count with a script and checklist for Asthma and record actions and findings

Community pharmacists

- Audit compliance by asking questions of parents/carers/young people at inhaler collections linked to the 4 asks
- Review SABA use for 10-year-olds, identify and take action on risks
- Identify CYP for MART or AIR; communicate & seek outcome feedback

Multi-disciplinary teams for CYP

- Schedule three asthma-specific case reviews sessions in your CYP MDT's
- Identify 10 children for MART/AIR and agree follow-up

Youth workers

- Share ideas about “living your best life with asthma”
- Hold 10 deeper discussions with young people on self health advocacy
- Co-create a young people support plan in partnership with school nurses

Example targets: acute & diagnostic services

Close the loop after every contact

Choose one idea, refine the baseline, and set a target your team can measure during the sprint.

Emergency departments

- Campaign for better coding which will support improvement in follow up i.e. asthma/suspected asthma
- Educate for team awareness that asthma in ED is a red flag signalling poor control or underlying triggers
- Equip teams to deliver on safe discharge, safety netting and include inhaler technique and rapid documentation sharing for timely follow up

Paediatric wards

- Complete PCCS National Nursing competencies asthma chapter- all band 5's
- Increase the numbers of staff completing Tier 2 or Tier 3 training by 10%
- Make every contact count: safe discharge including inhaler technique and follow up
- Raise awareness of air-quality impact through teaching

Diagnostic centres

- Raise service awareness; increase referrals by 10%
- Review reports for 10 children and identify improvements

Specialist asthma teams

- Use Core20PLUS to identify 10 families for case review
- Run joint PAAP and inhaler-technique clinics with primary care nurses to support quality annual reviews
- Deliver 10 short MART and AIR training sessions to primary care colleagues