



Digital Health Passport

#AskAboutAsthma Week Toolkit

(9th - 15th Sep, 2024)

#AskAboutAsthma Toolkit

#AskAboutAsthma is back for 2024. Now in its eighth year, the campaign, run by the NHS England – London Babies, Children and Young People programme, focuses on helping children and young people with asthma to live their best lives.

The theme for this year's campaign is "Helping children and young people with asthma to live their best lives." The aim is for every person involved in the care of a child or young person with asthma – from GPs and nurses to parents/carers, teachers, and youth group leaders – to know about the four key asks that can make a big difference in managing their condition and enabling them to fully participate in all areas of their lives.

The four asks are:

1. Get an asthma action plan in place
2. Understand how to use inhalers correctly
3. Schedule an asthma review – every year and after every attack
4. Consider air quality and its impact on lung health

The Digital Health Passport (DHP) is a valuable tool that complements the aims of this campaign. It enables young individuals to monitor their asthma, track medications, and gain valuable insights into their condition right from their smartphones, making asthma care smarter and more convenient.

This communications toolkit will help you get involved during the #AskAboutAsthma 2024 campaign week (9-15 September) and raise awareness of the Digital Health Passport and the four key asks that can help children and young people manage their asthma and live their best lives.

For more information on the campaign, visit: <https://www.transformationpartners.nhs.uk/askaboutasthma-2024/>



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What's Included?

- Key messages to promote
- Asthma key facts
- Social media assets
- Social media captions
- The DHP TikTok
- The Up, Up and Away Podcast
- SMS samples for GP practices



KEY MESSAGES

Key Messages

Use the key messages in your articles, bulletins and websites

1. Get an asthma action plan in place

A written asthma action plan drawn up between a clinician and patient means people are four times less likely to have to go to hospital for their asthma.

The Digital Health Passport (DHP) provides a home for the asthma action plan and makes it easy to share digitally with friends and family. The plan and emergency instructions are always accessible as the mobile phone is never far away!

The image displays two screenshots of a mobile application interface for asthma management. The left screenshot, titled 'Asthma Care Plan', shows a section for 'Every day asthma care' with a progress indicator '2/2'. It includes a green-bordered box for 'My asthma is being managed well:' with bullet points about daily routine and peak flow. Below this is a section for 'My daily asthma routine:' with input fields for 'preventer' and 'reliever' inhalers. The right screenshot, titled 'Emergency Plan', shows a red-bordered box for 'What to do in an asthma attack' with four numbered steps: 1. Sit up straight, 2. Take one puff of reliever inhaler every 30-60 seconds, 3. Call 999 if worse, and 4. Repeat step 2. Both screens have a bottom navigation bar with icons for Home, Plan, Emergency Tracker, and Hacks.

Key Messages

2. Understand how to use inhalers correctly

Less than three-quarters of children and young people have any form of instruction in how to use their inhaler. Poor inhaler technique means patients don't get the full benefit of their asthma medication.

The DHP helps teach correct inhaler technique with videos from Asthma & Lung UK and Beat Asthma aimed at younger people. Furthermore it can help to improve adherence with daily reminders to take medication correctly.

Key Messages

3. Schedule an asthma review – every year and after every attack

An asthma review by an appropriately trained clinician after every attack helps to work out what went wrong. An annual review ensures effective management of the condition.

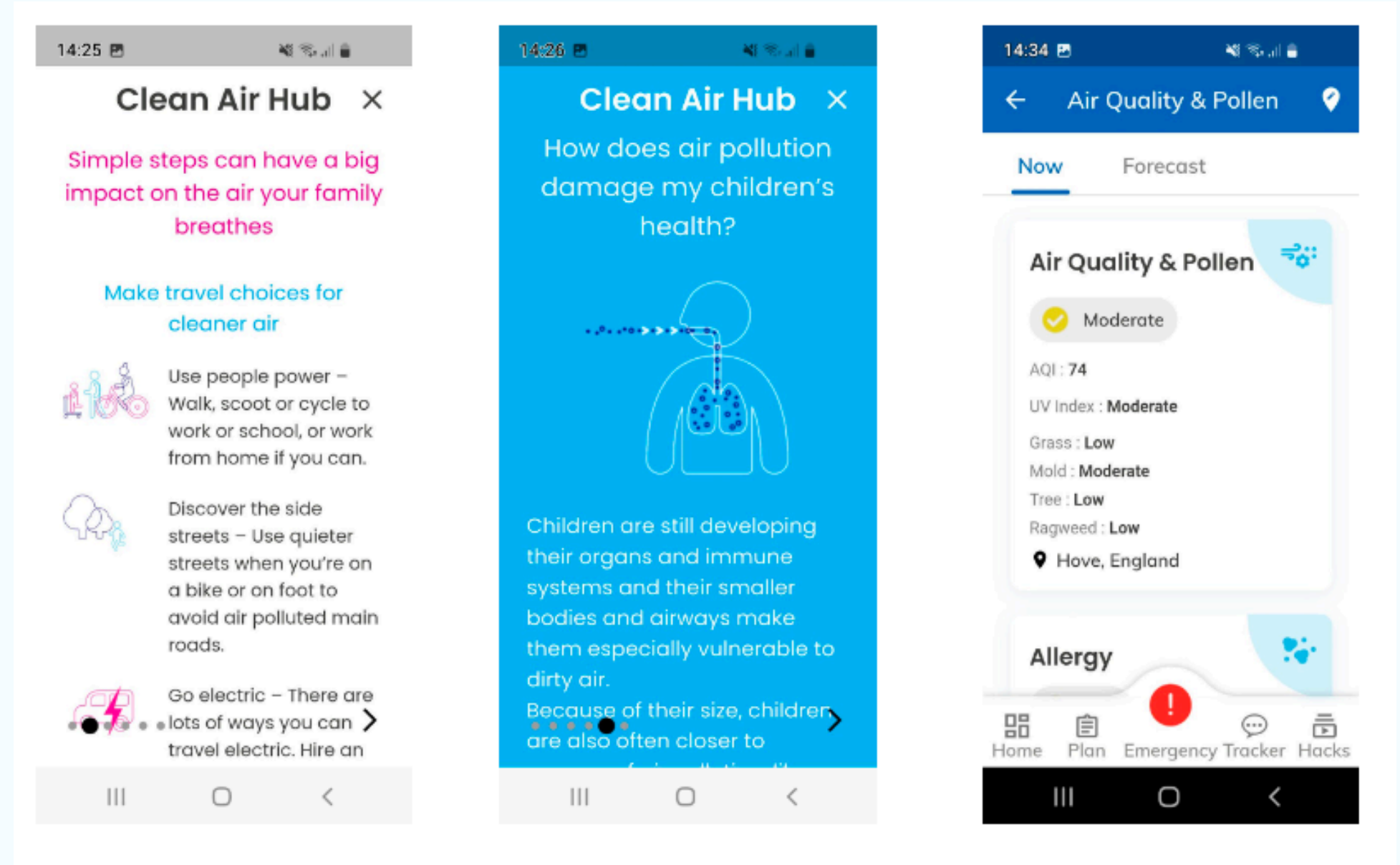
All the outputs of the review (action plan, symptom/peak flow diary, educational materials, emergency instructions) are all held within the Digital Health Passport. The DHP can help clinicians view symptom graphs over the days and months leading up to the review or the weeks following.

Key Messages

4. Consider air pollution and its impact on lung health

We want to ensure that every asthma conversation considers the impact of outdoor and indoor air pollution on children and young people's asthma.

The Digital Health Passport has daily air quality alerts, and instructions from Clean Air Hub. Easy to read air quality education. Together, the alerts and knowledge of what to do, may help with trigger avoidance.



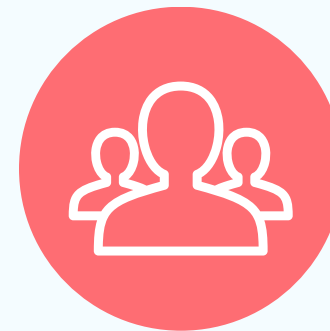


ASTHMA KEY FACTS SHEET*

***Click to view**

3 in every classroom

1 in 11 children and young people are affected by asthma, which is around 3 in every classroom – it is the most common long-term medical condition affecting this group.



>20,000 hospital admissions every year

Many have badly managed asthma, with over 20,000 admitted to hospital every year in England. Over 4% of these have such a severe episode that they are admitted to intensive care.

90% of asthma deaths are preventable

Children die in England because of asthma every year. 90% of asthma deaths are preventable with good asthma management; these children should have gone on to lead full and productive lives.

Asthma is one of the **top three causes** of emergency admission to hospital

75% of these admissions would be avoidable through the implementation of simple interventions such as having a regular asthma review by an appropriately trained clinician, knowing how to use inhalers correctly, having a written asthma action plan and knowing about the potential impact of air pollution.

Nearly half of the 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 on how their asthma should be managed.



SOCIAL MEDIA & COMMS

Social Media Assets

We have created a range of social media and digital communication assets for you to help you promote the Digital Health Passport on your social media platforms.

You will find the following available to you:

- Social media posts (Facebook/ X(Twitter)/Instagram/ LinkedIn)
- Campaign poster
- Captions for social media

[Click here to access.](#)

Don't forget to tag us:

X (Twitter): [@Dgtlhealthpass](#)

Instagram: [@dgtlhealthpass](#)

Facebook: [Digital Health Passport](#)

LinkedIn: [Digital Health Passport](#)

TikTok: [Digital Health Passport](#)

#AskAboutAsthma #DigitalHealthPassport #BreatheEasier #AskAboutAsthmaWeek2023



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Social Media Captions

1. Discover the power of planning during #AskAboutAsthma Week! 📋 A well-crafted asthma action plan can prevent hospital visits. With the Digital Health Passport app, your plan is at your fingertips, ready to be shared and accessed anywhere. Download FREE on Apple and Android now. 📱💙 <https://digitalhealthpassport.co>
2. Don't miss a beat when it comes to using inhalers correctly! 💨 This #AskAboutAsthma Week, the Digital Health Passport app is here to guide you with instructional videos. Say goodbye to improper technique and hello to optimised medication benefits. Get the FREE app on Apple and Android. 📱💨 <https://digitalhealthpassport.co>
3. Prioritise your asthma health with regular reviews! 📅 During #AskAboutAsthma Week, learn how the Digital Health Passport app streamlines the process. Store and share all your review data, from action plans to symptom diaries, easily on Apple and Android. 📅📱 <https://digitalhealthpassport.co>
4. Air quality matters for asthma health! 🌍 Embrace #AskAboutAsthma Week and explore how the Digital Health Passport app equips you with daily air quality alerts and crucial knowledge from Clean Air Hub. Safeguard your lungs – download the FREE app on Apple and Android. 📱💚 <https://digitalhealthpassport.co>
5. Empower yourself with an asthma action plan! 💪 This #AskAboutAsthma Week, learn why a written plan is a game-changer. The Digital Health Passport app ensures your plan is accessible and shareable, keeping emergency instructions right on your phone. Download FREE on Apple and Android. 📱💪 <https://digitalhealthpassport.co>



Social Media Captions

6. Tackle asthma triggers head-on this #AskAboutAsthma Week! 🤔 The Digital Health Passport app tracks your symptoms and provides personalised insights to help you stay one step ahead. Download the free app on Apple and Android today. 📱 📶
<https://digitalhealthpassport.co>

7. Breathe easy this #AskAboutAsthma Week with the Digital Health Passport app! 📶 Stay on top of your medication schedule, set reminders, and monitor your condition - all in one convenient place. Get the free app on Apple and Android. 📱 💊
<https://digitalhealthpassport.co>

8. Celebrate #AskAboutAsthma Week by taking control of your asthma! 🙌 The Digital Health Passport app empowers you to manage your condition, from creating an action plan to accessing educational resources. Download the free app on Apple and Android. 📱 💪
<https://digitalhealthpassport.co>

9. Don't let asthma hold you back this #AskAboutAsthma Week! 🏃 The Digital Health Passport app helps you track your triggers and find ways to stay active. Get the free app on Apple and Android and live your best life. 📱 ⭐ <https://digitalhealthpassport.co>

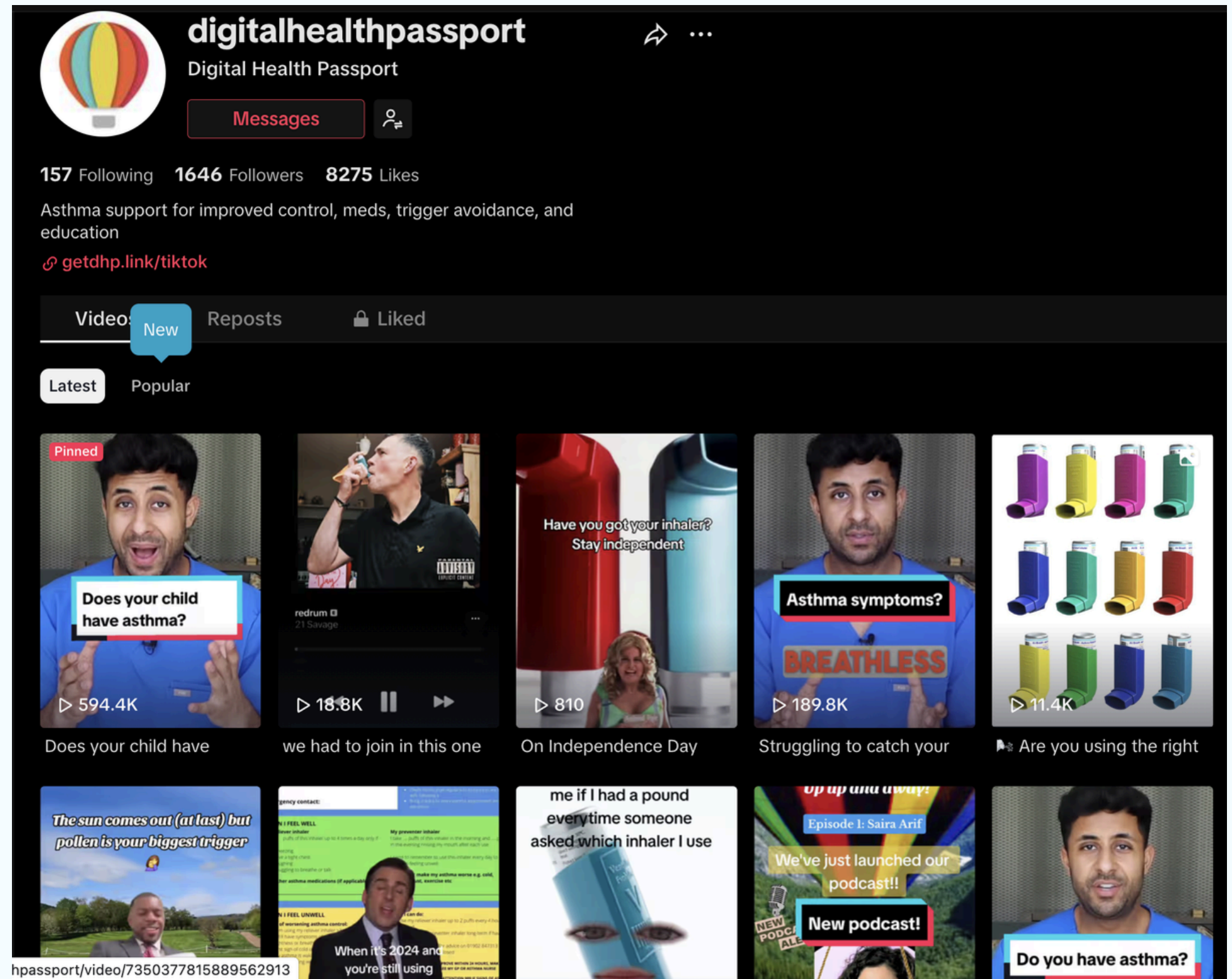
10. Conquer asthma with confidence this #AskAboutAsthma Week! ⭐ The Digital Health Passport app puts all your essential asthma information in one place, so you can focus on living your life to the fullest. Download the free app on Apple and Android. 📱 🙌
<https://digitalhealthpassport.co>



The DHP TikTok

On our TikTok account, you'll discover informative educational videos and trending content. If you manage public-facing websites, we encourage you to share links to our videos or repost them from your own TikTok account.

[https://www.tiktok.com/
@digitalhealthpassport](https://www.tiktok.com/@digitalhealthpassport)



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The Up, Up and Away Podcast

Up, Up and Away is TMA's flagship podcast, where we explore the cutting edge of digital health. In each episode, we interview thought leaders and innovators in the field, including clinicians, patients, youth advocates, and tech pioneers. Our discussions focus on real-world solutions making a tangible impact in healthcare.

Through Up, Up and Away, we share insights from our work and the broader digital health landscape, offering listeners a window into the future of healthcare technology and patient empowerment.



Digital Health Passport

Up, Up and Away - the digital health podcast

Dom Burch and Saira Arif

On Up, Up and Away we speak to thought-leaders and opinion formers in the world of digital health, be that clinicians, patients, young people or other tech innovators. We find out what things are making a real difference.

Our talented team specialise in creating digitally enabled self-management programmes to the NHS for young people. We've spent the past eight years or so developing the Digital Health Passport - an evidence-based mobile app, which improves skills, knowledge and confidence to manage long-term conditions like asthma, epilepsy and sickle cell disease.



The Up, Up and Away Podcast

Find some of our recent episodes here:

1. Alex Dima and Pamela Rackow: Behaviour change, chronic condition management, and the role of digital technologies
2. Laura King - Senior children & young peoples' asthma practitioner, illustrator and author
3. Sara Nelson - NHS asthma pioneer, Queen's nurse and digital app champion



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SMS Messages to Asthma Patients

Below are examples of how practices can incorporate this health app into messaging (eg. MJOG and AccuRx) and target those living with asthma.

Bulk Messages:

- *#AskAboutAsthma Week is here! 📅 The Digital Health Passport app can help you manage your asthma and live your best life. Download it for free: [Link]*
- *Asthma shouldn't hold you back. 💪 The Digital Health Passport app puts you in control with features like medication tracking, symptom monitoring, and personalized insights. Get it now: [Link]*
- *Breathe easy with the Digital Health Passport app! 🌬️ This #AskAboutAsthma Week, discover how the app can help you create an asthma action plan, use inhalers properly, and more. Download for free: [Link]*

Individual Patient Messages:

- *Hi [Patient Name], during our last asthma review we discussed using digital tools to better manage your condition. I wanted to remind you about the Digital Health Passport app - it could be a game-changer! Download it here: [Link]*
- *[Patient Name], I hope you're doing well with your asthma. As we talked about, the Digital Health Passport app is a great way to stay on top of your medications, track symptoms, and share information with your care team. Check it out: [Link]*
- *[Patient Name], you mentioned wanting more control over your asthma management. The Digital Health Passport app could be just what you need - it puts your asthma action plan, inhaler technique videos, and more right at your fingertips. Download it here: [Link]*



Get in Touch

If you have any feedback, questions or need any support, please contact us.



hello@tinymedicalapps.com



[The Digital Health Passport website](#)



[Tiny Medical Apps website](#)