



Digital
Health
Passport

Digital Health Passport World Asthma Day Toolkit 7th May 2024

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World Asthma Day Toolkit

In celebration of World Asthma Day 2024, the Global Initiative for Asthma (GINA) has selected the theme of “Asthma Education Empowers”. The aim is to empower people with asthma with the appropriate education to manage their disease and to recognise when to seek medical help. Health care professionals are called upon to increase their awareness of the continuing avoidable morbidity and mortality from asthma and the published evidence on effective management of asthma, so they are equipped to provide reliable information and optimal treatment for their patients.

Asthma is one of the most common chronic non-communicable diseases that affects over 260 million people and is responsible for over 450000 deaths each year worldwide, most of which are preventable. More education is required regarding inaccurate diagnosis, underuse of anti-inflammatory inhaled corticosteroid inhalers, overuse and over-reliance on short-acting beta2-agonist (SABA) inhalers and poor recognition of patients requiring specialist assessment and further management.

Clinicians are called upon to increase their awareness of the continuing preventable morbidity associated with this common disease in spite of the existence of highly effective controller treatments, and to increase their efforts to ensure that environmentally friendly inhaled medications are made available in all countries, “leaving no-one behind”. For more info: www.ginasthma.org/reports.

The following Toolkit aims to arm you with helpful information and materials to share in your ICB region.



What's included?

- Key messages to promote
- Asthma key facts
- Social media assets
- Social media captions
- Tiktok links to promote
- SMS copy for GP Practices
- Up, Up & Away Podcast



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 inhaler' and 'reliever inhaler'. 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.

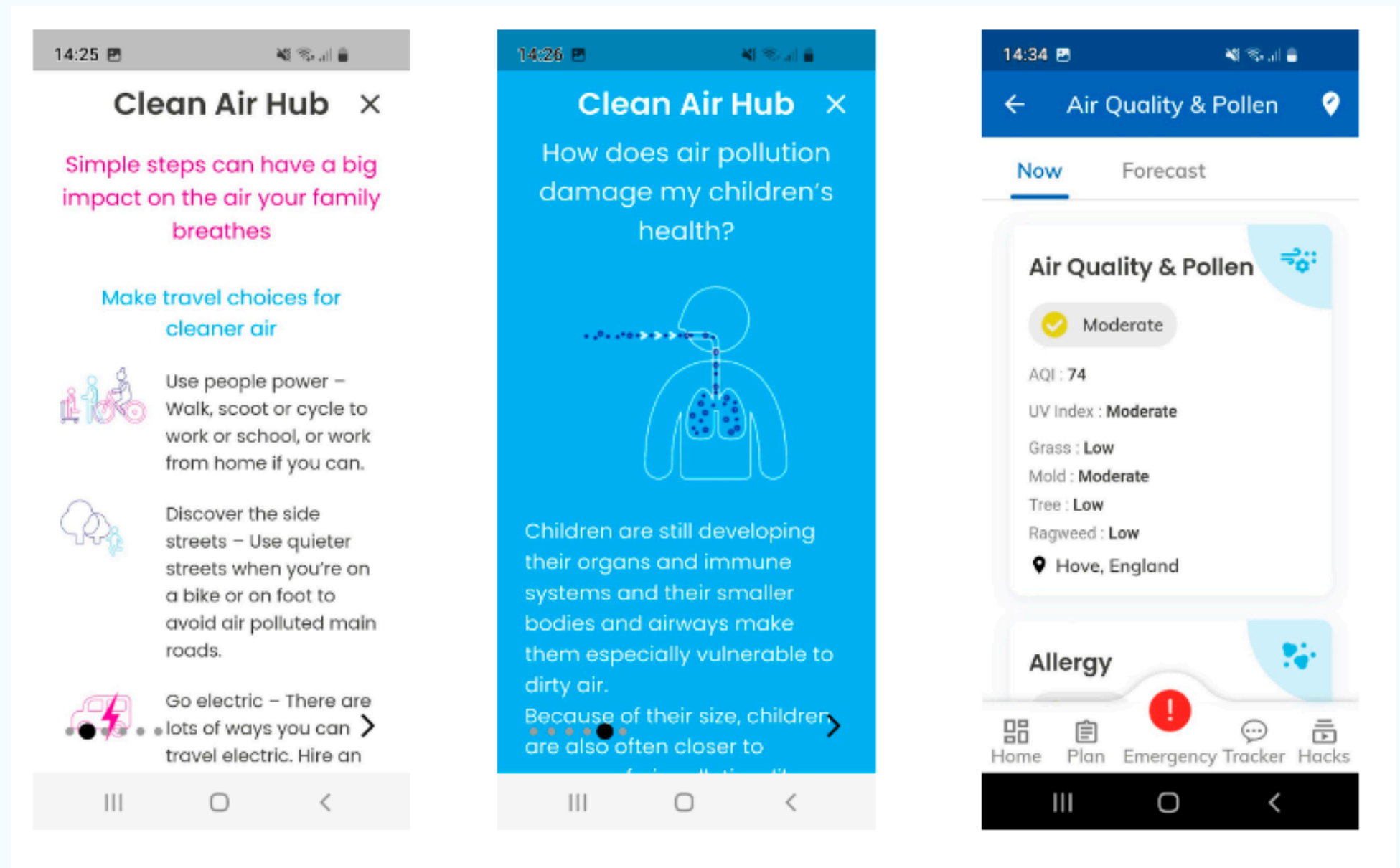
All the outputs of the review (action plan, symptom/peak flow diary, educational materials, emergency instructions) are all held within the Digital Health Passport. The DHP can help clinicians view symptom graphs over the days and months leading up to the review or the weeks following.

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.

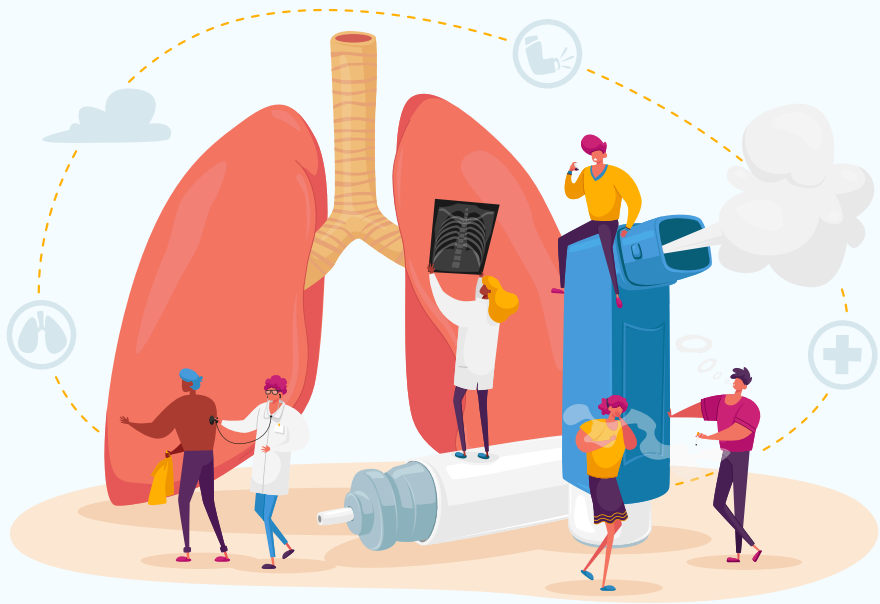
The Digital Health Passport has daily air quality alerts, and instructions from Clean Air Hub. Easy to read air quality education. Together, the alerts and knowledge of what to do, may help with trigger avoidance.





ASTHMA INSIGHTS

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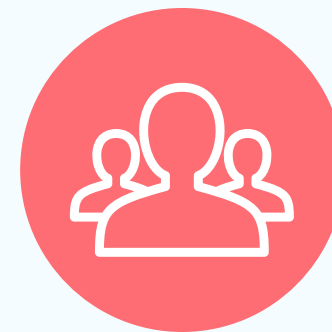
7/10 not receiving basic life-saving asthma care

Over 12,000 people in the UK have died from asthma attacks since the publication of a landmark report ten years ago, which found that the majority of asthma deaths are preventable



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.



Over 20,000 admitted to hospital 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.*

References

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 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.

With better care and support, people with asthma could manage their condition well and avoid life-threatening asthma attacks, while investment in research and innovation to develop technology to help people self-manage their asthma, could also be transformative...*





SOCIAL MEDIA & COMMS

Social Media

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:

Twitter: @Dgtlhealthpass

Instagram: @dgtlhealthpass

Facebook: Digital Health Passport

Linkedin: Digital Health Passport

TikTok: @Digitalhealthpassport

#WorldAsthmaDay

#DigitalHealthPassport

#BreatheEasier

#WorldAsthmaDay2024



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Social Media Captions

Download link: <https://digitalhealthpassport.co>

1. Discover the power of planning on #WorldAsthmaDay 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. 📱❤️ [Link]
2. Don't miss a beat when it comes to using inhalers correctly! This #WorldAsthmaDay, 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. 📱💨 [Link]
3. Prioritise your asthma health with regular reviews! On #WorldAsthmaDay, 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. 📅📱 [Link]
4. Air quality matters for asthma health! 🌤️🌍 Embrace #WorldAsthmaDay 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. 📱❤️ [Link]
5. Empower yourself with an asthma action plan! This #WorldAsthmaDay, 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. 📱💪 [Link]



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Social Media Captions

Download link: <https://digitalhealthpassport.co>

6. Master inhaler techniques with ease! 🗣️🎬 As #WorldAsthmaDay unfolds, explore the Digital Health Passport app's video tutorials. Bid farewell to medication misuse and take control of your health. Ready to learn? Download the FREE app on Apple and Android. 📱🗣️ [Link]
7. Stay on top of your asthma reviews for optimal management! 🗣️📊 Discover on #WorldAsthmaDay how the Digital Health Passport app simplifies the process. Everything in one place – download the FREE app on Apple and Android. 📱🗣️ [Link]
8. Asthma and air quality go hand in hand! 🗣️🏠 Dive into #WorldAsthmaDay and uncover how the Digital Health Passport app keeps you informed with daily air quality alerts. Stay aware and take action by downloading the FREE app on Apple and Android. 📱❤️ [Link]
9. Never underestimate the value of a comprehensive asthma review! 🗣️📝 This #WorldAsthmaDay, the Digital Health Passport app is your ally. Store all review outcomes and insights on Apple and Android. Ready to enhance your asthma management? Download the FREE app now. 📱❤️ [Link]
10. Breathe better with the Digital Health Passport app! 🗣️📱 On #WorldAsthmaDay, learn how it empowers you to tackle air pollution's impact on lung health. Daily alerts and expert guidance await – download the FREE app on Apple and Android. 🌍💪 [Link]



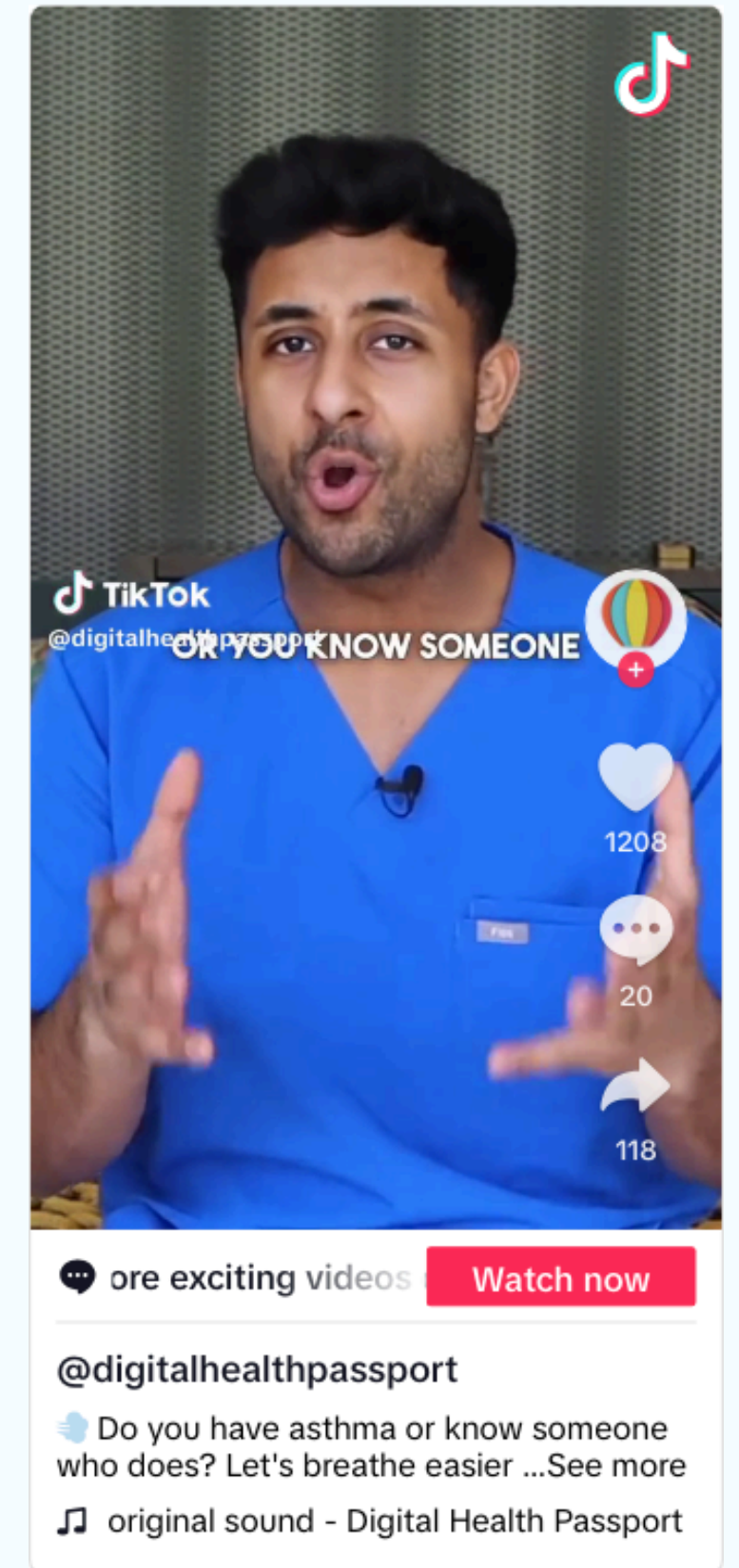
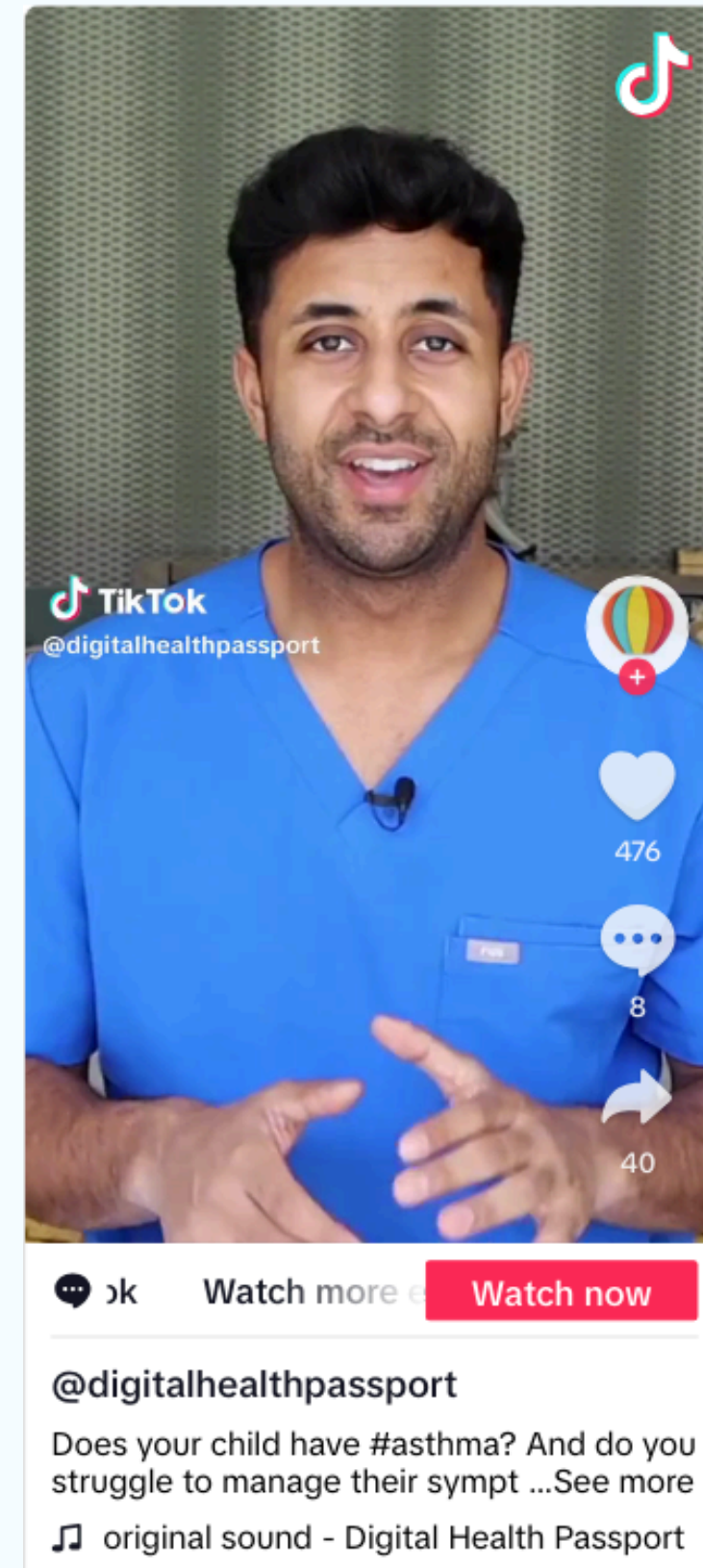
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TikTok URLs

Below are links to Tiktok videos that were produced by Tiktok influencer (Dr Bodalia) as part of our Tiktok campaign. If you have a public facing sites, you can post the links to these videos on there or repost from your tiktok account.

Keep a look out on Digital Health Passport's page as there may be a special #WorldAsthmaDay video!

- https://www.tiktok.com/@digitalhealthpassport/video/7355507389614837025?is_from_webapp=1&sender_device=pc&web_id=7363296342515779104
- https://www.tiktok.com/@digitalhealthpassport/video/7350377815889562913?is_from_webapp=1&sender_device=pc&web_id=7363296342515779104



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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 really target those living with Asthma.

Bulk messages:

- Apps can support people with a range of health concerns. See link below for our new Asthma self management app: <https://digitalhealthpassport.co/>
- Apps like the Digital Health Passport can provide a great way of staying happy and healthy. See below link to download now <https://digitalhealthpassport.co/>
- The Digital Health Passport is a new Asthma app that can help you manage your condition better. Download here: <https://digitalhealthpassport.co/>

Texts to individual patients with asthma:

- In our recent asthma review we discussed the use of digital apps to help you. See below for our recommendation: <https://digitalhealthpassport.co/>
- In our consultation we discussed that apps can support you to look after your Asthma better. Take a look at the Digital Health Passport <https://digitalhealthpassport.co/>
- In our consultation we discussed that the Digital Health Passport was a great way to manage your asthma and stay happy and healthy. See link to the app <https://digitalhealthpassport.co/>

Up, Up & Away - Podcast



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

They speak from a position of experience and first-hand knowledge, as the team specialise in creating digitally enabled self-management programmes to the NHS for young people. They'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.

In one of the first interviews Sara Nelson, a nurse by background and a passionate advocate for asthma care, shares her extensive experience in transforming children and young people's health services through digital innovation. The episode sheds light on the evolution of asthma care, emphasising the importance of digital tools like the Digital Health Passport in managing the condition. Sara discusses her journey from a nurse specialising in cardiothoracic care to becoming a pivotal figure in asthma management. Her work includes founding impactful initiatives like the "Ask About Asthma" campaign and the "Right Inhaler Image" campaigns, aiming to standardise asthma care and educate on proper inhaler use.

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](#)



<https://www.tiktok.com/@digitalhealthpassport>