



Digital
Health
Passport

Digital Health Passport

#AskAboutAsthma Week Toolkit

(11th – 17th Sept. 2023)

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#AskAboutAsthma Toolkit

#AskAboutAsthma is back for 2023. Now in its seventh year, the campaign, run by The NHS England – London Children and Young People’s Programme team, focuses on making simple changes to children and young people’s care that will make a big difference to how they experience their asthma.

Young people love their phones. So it makes sense that we use technology to try to make their experience better. The Digital Health Passport (DHP) is a mobile self-management app that has been co-designed to help young people take better control of their health. It focuses on making care a bit smarter and more convenient.

This year’s theme is “Widening our view”. Regions across England are shining a light on the wider factors of children and young people’s asthma care including housing, mould and vaping. Widening our view also helps us to raise the profile of asthma; reaching out to everyone who has asthma, their friends, families and the whole system that cares for them.

For more information on the campaign, visit:

<https://www.transformationpartnersinhealthandcare.nhs.uk/programmes/children-young-people/asthma/ask-about-asthma-2023/>

This communications toolkit will help you to get involved during the #AskAboutAsthma 2023 campaign week and raise awareness of the Digital Health Passport, that can help children and young people to manage their asthma.



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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



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KEY MESSAGES

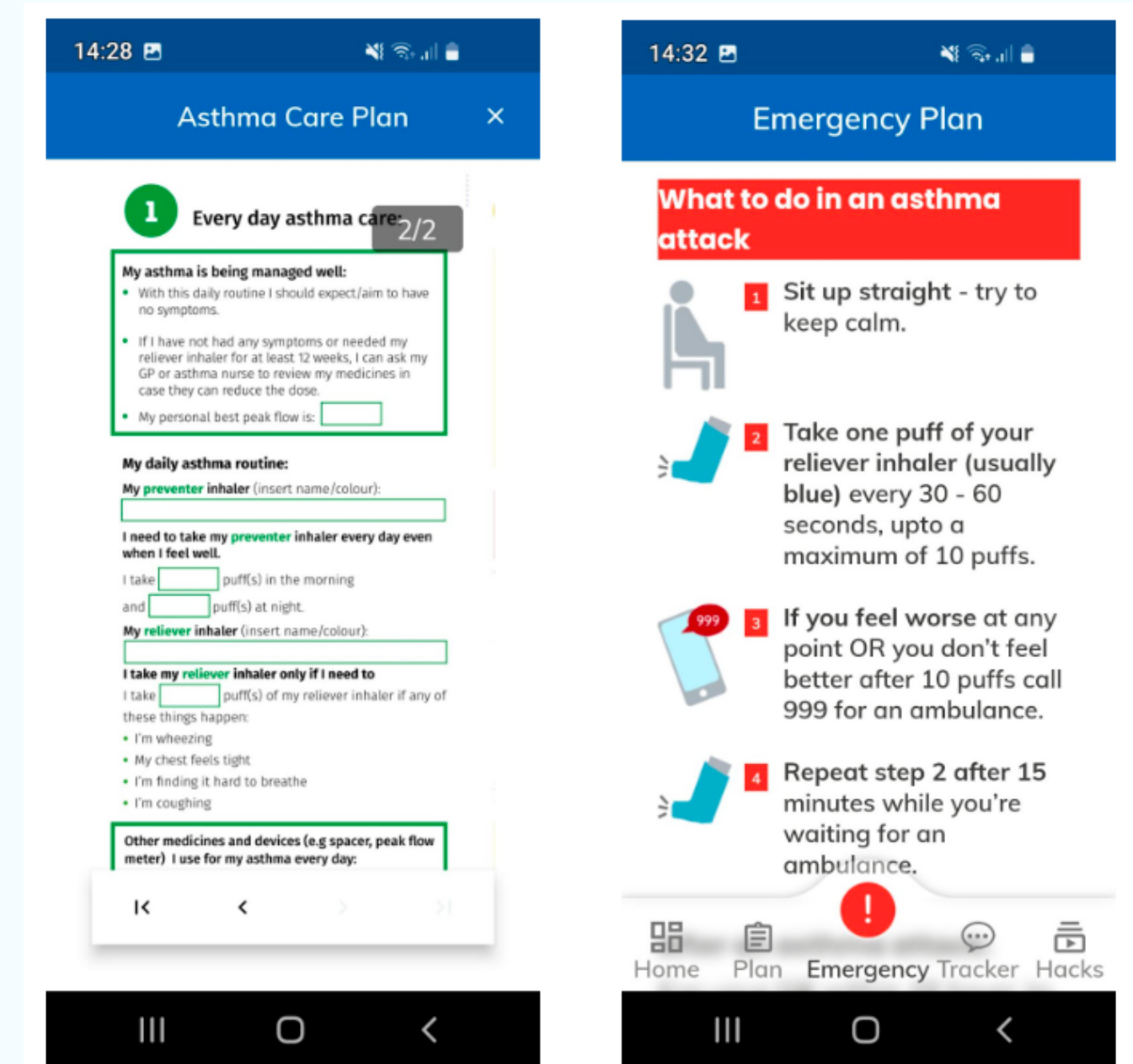
Key Messages

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!



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.

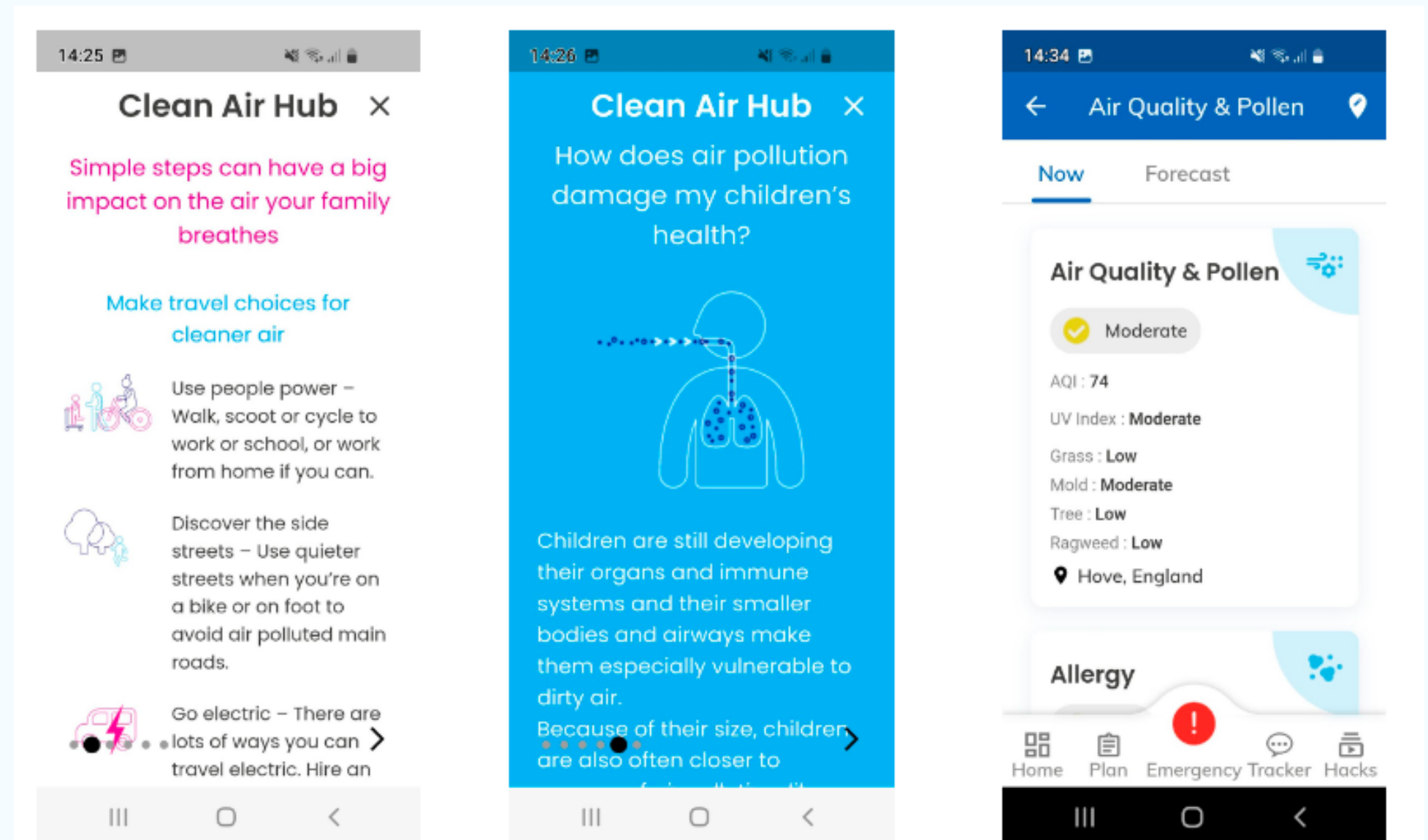
All the outputs of the review (action plan, symptom/peak flow diary, educational materials, emergency instructions) are all held within the Digital Health Passport. The DHP can help clinicians view symptom graphs over the days and months leading up to the review or the weeks following.

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.





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ASTHMA KEY FACTS SHEET*

*Click to view

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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.

[*https://www.transformationpartnersinhealthandcare.nhs.uk/programmes/children-young-people/asthma/ask-about-asthma-2023/](https://www.transformationpartnersinhealthandcare.nhs.uk/programmes/children-young-people/asthma/ask-about-asthma-2023/)

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.*

*<https://www.transformationpartnersinhealthandcare.nhs.uk/programmes/children-young-people/asthma/ask-about-asthma-2023/>

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.*

*<https://www.transformationpartnersinhealthandcare.nhs.uk/programmes/children-young-people/asthma/ask-about-asthma-2023/>

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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.



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SOCIAL MEDIA & COMMS

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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:

1. Social media posts (Facebook/ X(Twitter)/Instagram/ LinkedIn)
2. Campaign poster
3. 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

#AskAboutAsthma #DigitalHealthPassport #BreatheEasier #AskAboutAsthmaWeek2023



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Social Media Captions

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

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. 📱❤️ [Link]
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. 📱👉 [Link]
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. 📱📅 [Link]
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. 📱❤️ [Link]
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. 📱💪 [Link]



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Social Media Captions

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

6. Master inhaler techniques with ease! 🗣️🎬 As #AskAboutAsthma Week 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 during #AskAboutAsthma Week 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 #AskAboutAsthma Week 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 #AskAboutAsthma Week, 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! 🗣️📱 During #AskAboutAsthma Week, 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 influencers (Dr Bodalia and Dr Emeka) 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 Dr Bodalia's page as there may be a special #AskAboutAsthma week video!

- <https://www.tiktok.com/@doctor.emeka/video/7239738531306851610?q=doctoremeka%20digital%20health&t=1690972691749>
- <https://www.tiktok.com/@doctor.emeka/video/7234547035544866075?q=doctoremeka%20digital%20health&t=1690972691749>
- <https://www.tiktok.com/@doctor.emeka/video/7244873627718454555?q=doctoremeka%20digital%20health&t=1690972691749>
- <https://www.tiktok.com/@bodaliadj/video/7237085306619563291?q=bodalia%20digital%20health&t=1690972766002>
- <https://www.tiktok.com/@bodaliadj/video/7229732683096657179?q=bodalia%20digital%20health&t=1690972766002>

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/>

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](#)