



BReATHE

Beating **R**egional **A**sthma **T**hrough **H**ealth **E**ducation



Death rate from asthma
unchanged in 50 years

(National review of asthma deaths 2014)

UK worst asthma
outcomes in Europe

(Asthma UK)

Preventable

2/3rds had inadequate care

21 children died

Coroners conclusions

- Each episode treated in isolation
- Fragmented care
- Simple interventions not done
- Asthma can still kill

**THOSE WHO DO
NOT LEARN FROM
HISTORY ARE
DOOMED TO
REPEAT IT.**



QuoteHD.com

George Santayana
Spanish Philosopher
1863-1952

The Telegraph

HOME NEWS SPORT

News

UK World Politics Science Education Health Brexit Royals Investigations

News

Doctors missed 11 chances to treat chess champion before he died of chronic asthma, inquest hears



Regulation 28

The Sun

FABULOUS MONEY MOTORS TRAVEL TECH DEAR DEIDRE

NHS BLASTED Fury over ten-year-old girl who died of asthma as coroner rules she was failed by 'woeful' NHS treatment

By Ben Leo
1 Jun 2019, 0:11 | Updated: 1 Jun 2019, 0:11

COMMENT

A GIRL who was given 48 times the recommended dose of asthma inhaler before dying of asthma was failed by NHS treatment, a coroner has ruled.

Sophie Holman repeated the same mistake 48 times in A&E.



Regulation 28



Improve asthma outcomes across the region:

Aims

- Education
- Empowering patients
- Promote self management
- Co-ordinated care

Outcomes



- **Reduced unplanned hospital admissions**
- Improved PAAP usage
- Improved over all asthma control
 - 2 point increase

Experience based co-design



1. Capturing the experience

2. Understand the experience

3. Improve the experience

4. Measure the Experience

Regional partnership



Focus groups



Families:

Isolated

Self management resources

Primary care:

Standardised resources

Easily accessible resources

Young people

Ability to share information

Schools

Intervention design




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beat asthma


Home Resources Fundraising




Families & children




Young people with asthma




Young people with asthma




Young people with asthma



Primary Healthcare Professionals



Secondary Healthcare Professionals



Fundraising

Do you want to help beat asthma?

The image shows a grid of six navigation tiles for the beat asthma website. Each tile consists of a photograph and a text label. The top row includes "Families & children" (a family on a sofa), "Young people with asthma" (a young woman), and another "Young people with asthma" tile (a young man). The bottom row includes "Primary Healthcare Professionals" (a doctor), "Secondary Healthcare Professionals" (a nurse with a child), and "Fundraising" (three people in thermal blankets). A navigation bar at the top left shows the "beat asthma" logo and a menu with "Home", "Resources", and "Fundraising". A larger version of the "Young people with asthma" image is shown to the right of the grid.

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www.beatasthma.co.uk



REGIONAL ASTHMA
EDUCATION DAYS

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NURSE LED 'ONE STOP
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DISCHARGE BUNDLE
AND TELEPHONE
FOLLOW UPS

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CASCADE TRAINING FOR
SCHOOLS



Impact

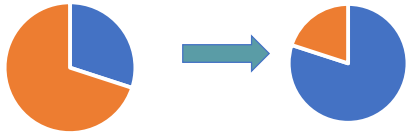
29%

Reduction in unplanned hospital admissions
(10 % increase region-wide)

SUSTAINED CHANGE over 3 years



48% increase use of PAAP in primary care



40% increase use of discharge bundle in secondary care

£67139.55

cost saving over 3 years

↑ 6

Point improvement in ACT score (sustained)



20,000

page views **world wide**

'Thank you all for this fantastic website. So easy to navigate and every bit of information is to the point and actually makes sense!'

Region wide use of shared paperwork



100%

positive feedback from all user groups



Where
next?

Where
next?



Scaling up

Where
next?



Scaling up



Training day

(RCPCH CPD approved)

Where next?



Scaling up



Training day
(RCPCH CPD approved)



Schools

Challenges





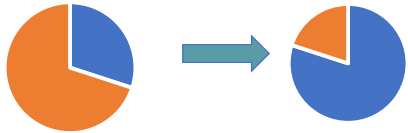
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- A. A national consistent policy for management of asthma should be implemented based upon clear, uniform, easy to understand guidelines clarifying:
 - a. The chronicity of asthma
 - b. Recognising risk and when to refer to specialist services.

- B. The recently announced 10 year plan for the NHS offers an opportunity for implementing change, for example by ensuring that every Primary Care Network, caring for groups of 50000 patients, should have access to an expert led paediatric asthma service with provision of an expert respiratory trained nurse and the facilities to ensure patients like Sophie and others like Michael Urielly and Tamara Mills have access to a named individual responsible for overseeing their care

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'Wow! Love this... really excellent and user-friendly website geared to young people which is so often the age group who find control tricky.'

Practice Nurse

'This is a fabulous website because I have asthma and have found it really hard to find a website for people'

Parent

'We have seen the website you have developed and think it is brilliant.'

Secondary care asthma nurse specialist

'Wish we had had this when I was younger. My friend died of asthma. He could have used something like this'

Young adult

'Thank you all for this fantastic website. So easy to navigate and every bit of information is to the point and actually makes sense!'

Parent of a child with asthma