

# 'Preventable' – a film about **asthma** in school



Preventable. A short film about asthma

Inhaled corticosteroids (usually **brown inhalers**) prevent asthma attacks and should be prescribed for everyone with asthma.

Reliever inhalers (usually **blue**) are only meant for emergency use.  
If you have one, let your friends and teachers know, and tell them where you keep it.



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An asthma attack means something has gone wrong.

A **review** needs to happen after every attack. It needs to be done by a trained individual and to cover the following:

- 1) Is the attack over?
- 2) What went wrong?
- 2) What needs to change?
- 3) What modifiable risk factors need fixing?



## Outline

In 2014 the National Review of Asthma Deaths (NRAD) was published. It showed most asthma deaths were preventable; this was particularly true of school aged children. <https://bit.ly/1H4vDkV>

NRAD recommendations and the DoH responded with "Emergency Inhalers in School". [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/416468/emergency\\_inhalers\\_in\\_schools.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/416468/emergency_inhalers_in_schools.pdf)

## Details of the issue

The UK has one of the highest death rates for asthma in Europe  
<https://stateofchildhealth.rcpch.ac.uk/evidence/long-term-conditions/asthma/>

## Analysis of the problem

NRAD reported that school aged children were unlikely to receive any asthma first aid in school ahead of the emergency services. Teachers feel unprepared and wish to be taught. Teaching teachers makes a difference. <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD012255.pub2/full>

Most asthmatics do not have a personalised asthma action plan (PAAP) which is proven to reduce healthcare utilisation and save lives. <https://breathe.ersjournals.com/content/11/2/98>

## Strategy for change

To try a completely different approach and go directly to the children, teachers, and parents with a film called "Preventable".

It was made entirely by teenagers for other school aged children. The medical lessons were contributed by multiple experts.

- The main film is found at: <https://m.youtube.com/watch?v=poAS5rStfV0&feature=youtu.be>
- A second version (<https://youtu.be/w2hKnmzH4b4s>) is aimed at health professionals

## Measurement of improvement and Effects of changes

The main film was launched in summer 2021 and the second at Christmas 2021. It is too early to know what effect they will have but anecdotally they have been used enthusiastically in the Oxfordshire and London.

They have been viewed > 21,000 times since the Healthy London Partnership Christmas newsletter.

They will also be available via the AUK website.

## Lessons learned and Messages for others

This is a YouTube film which can be used to teach individuals in school, groups or one to one. It can be sent out with electronic reminders for annual checks, and as a follow up after the consultation. The second film can be stopped and started for teaching and Q&A sessions.



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Everyone with asthma should have a **Personal Asthma Action Plan (PAAP)**.

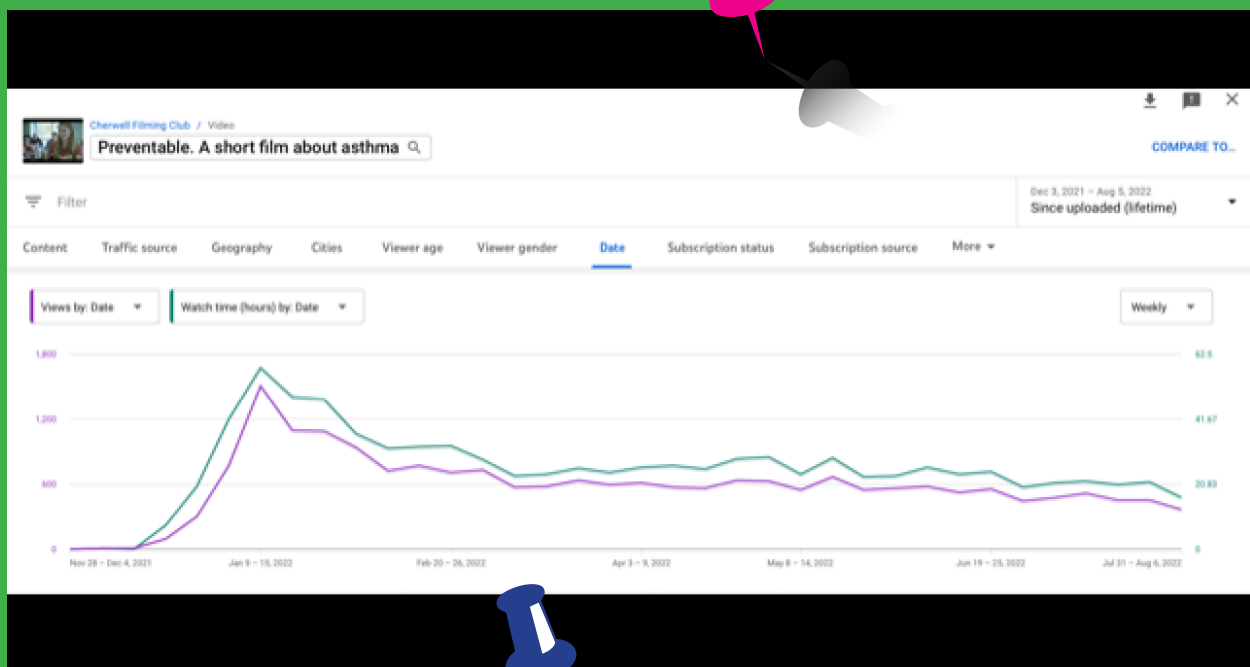
**Inhaler technique** should be checked every time an asthma patient consults a healthcare professional.

Healthcare professionals caring for people with asthma should be **appropriately trained**.



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When you see an asthma sufferer struggling to breathe,  
**call 999.**  
Do not hesitate.  
You may save a life.



After the initial spike at the launch the video has enjoyed stable interest over time.

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Communications to the author R G Carr robin.carr@nhs.net