|  |  |  |
| --- | --- | --- |
|  | **Purpose** | **How the pack should be used?** |
| **Public facing**  **comms pack** | The purpose of the pack is to support Primary Care and Community Pharmacy with their public facing comms for the switches to encourage the public to switch to greener inhalers where clinically appropriate.  The pack includes resources aimed at patients that explain the change to ensure the correct message and support is given out to patients. | The leaflets can be modified locally to add organisation logos and local links to inhaler technique videos and / or inhaler technique leaflets.  The animated videos will help patients understand the need for good asthma control and understand options around inhaler device choices. Links can be incorporated into SMS/AccuRx messages or in annual asthma review letters for all patients. They can also be sent in a targeted way to patients identified at risk of poor control. |

**Public facing – comms pack**

**Possible press release:**

**Press release 1:**

*'Practices across the Vale of York are committed to the national drive to provide patients with high quality asthma care that's also good for the planet. As well as this, we're also backing measures to prevent asthma in the first place; supporting patients to stop smoking, and pushing for a reduction in harmful air pollution'* - Dr Rumina Önaç, GP, trainer, Sustainable Healthcare Advisor, Chair of Sustainable Practices York 'SPY'.

Many people with asthma continue to experience symptoms such as wheeze, cough and chest tightness and have avoidable asthma attacks. Many people with asthma are managing their symptoms with their ‘reliever’ (blue) inhaler. These inhalers are important during symptoms, as they temporarily open airways, but they do not treat the underlying airway inflammation.

Inhaled corticosteroids (preventer inhalers) are the main treatment for asthma. Taken every day, as prescribed, they reduce the inflammation of the airway lining and therefore prevent symptoms and asthma attacks. Some people think we should call preventer inhalers ‘treatment’ inhalers and reliever inhalers ‘rescue’ inhalers to help better communicate how they should be used.

If we can improve asthma control, this will reduce symptoms and asthma attacks and people will need fewer reliever inhalers. Reliever inhalers are responsible for more than 2/3rd of the inhaler carbon footprint so reducing them is better for patients and planet.

Patients should be on inhaler devices that they can use well. There are different inhaler devices available. The most common inhalers, metered dose inhalers, sometimes called aerosol inhalers or puffers, require a slow and steady breath in and are best used with spacer devices. There are alternatives available called dry powder inhalers which require a quick and deep breath in and do not need spacers. These inhalers come with dose counters to help people track how much medicine remains and many people find them more convenient to use. They also are much greener than aerosol inhalers as they don’t contain propellants, which are powerful greenhouse gases and contribute to climate change.

However, a small proportion of patients ***cannot*** take the quick and deep breath in that DPIs require and should remain on MDIs. York patients will be offered information about how to improve asthma control and whether a greener inhaler is clinically appropriate and suitable at their asthma reviews.

Please always ensure that you take any used or unwanted inhalers back to your Community Pharmacy for appropriate disposal. Inhalers should not be put into household waste as this allows release of remaining green gases into the atmosphere.

**You can contact your doctor, nurse or pharmacist if you have any concerns.**

**Possible social media resources:**

|  |  |
| --- | --- |
| Resources | Content |
| **Asthma inhalers and climate change** | Inhalers are a key part of treating your asthma. There are different inhaler devices available to deliver your asthma medication. They require different types of breath in. Some are more environmentally friendly than others. If you would like more information, you can watch this video and read the leaflet. The most important thing is that your asthma is as well controlled as possible, using inhalers that suit you well. Remember to keep using the inhaler you are currently prescribed until you can discuss which inhaler is best for you with your healthcare professional.  [Asthma inhalers and climate change](https://www.nice.org.uk/guidance/ng80/resources/inhalers-for-asthma-patient-decision-aid-pdf-6727144573) |
| **What is asthma and how to treat it?** | Greener Practice have created two short, animated videos to help patients understand the need for good asthma control and understand options around inhaler device choices.  The videos emphasise prioritising disease control.  Links can be incorporated into SMS/AccuRx messages or in annual asthma review letters for all patients. They can also be sent in a targeted way to patients identified at risk of poor control.  [Greener Practice: What is asthma and How to treat it?](https://www.youtube.com/watch?v=W8YUN8nElhI) <https://bit.ly/3Vaqfoh>  [Greener Practice: Inhaler device types for asthma](https://www.youtube.com/watch?v=2dVnDkpymYk&t=67s)<https://bit.ly/3T90yTn>  [**Asthma airways**](https://www.canva.com/design/DAEhXSpu4oA/cY2es_oBOK4JklbNwNRRzw/view?utm_content=DAEhXSpu4oA&utm_campaign=designshare&utm_medium=link&utm_source=recording_view) by Dr Katherine Hickman, GP, is another video that can be sent to patients to promote adherence with preventer inhalers. The video explains what asthma is, how preventer inhalers and reliever inhalers work and reframing reliever inhalers as ‘rescue’ medication. |
| **Inhaler carbon footprint** | [PrescQIPP](https://www.prescqipp.info/our-resources/bulletins/bulletin-295-inhaler-carbon-footprint/) have produced resources aimed at patients that explains the change  See Inhaler patient information materials:   * [Footer - Return inhalers for environmentally safe disposal.jpg](https://www.prescqipp.info/media/4792/footer-return-inhalers-for-environmentally-safe-disposal.jpg) * [Label - Return inhalers for environmentally safe disposal.jpg](https://www.prescqipp.info/media/4793/label-return-inhalers-for-environmentally-safe-disposal.jpg) * [Leaflet side 1 - You don't have to order your inhalers every month.jpg](https://www.prescqipp.info/media/4796/leaflet-side-1-you-dont-have-to-order-your-inhalers-every-month.jpg) * [Leaflet side 2 - You don't have to order your inhalers every month.jpg](https://www.prescqipp.info/media/4797/leaflet-side-2-you-dont-have-to-order-your-inhalers-every-month.jpg) * [Leaflet side 1 v1 - Did you know - inhalers still contains propellants.jpg](https://www.prescqipp.info/media/4798/leaflet-side-1-v1-did-you-know-inhalers-still-contains-propellants.jpg) * [Leaflet side 1 v2 - Did you know - inhalers still contains propellants.jpg](https://www.prescqipp.info/media/4799/leaflet-side-1-v2-did-you-know-inhalers-still-contains-propellants.jpg) |