

# Tackling Asthma in Kids

*Partnered with* Asthma Australia



Asthma Australia has set a goal to reduce avoidable asthma hospitalisations in children aged 5-9 by 2030. Social Marketing @ Griffith led an Asthma Australia team through the Creating Collective Solutions (CCS) process. The project team worked with a variety of stakeholders to identify a broad range of priorities. A project working group agreed on 12 key priorities that, if actioned, would reduce hospitalisations.

The CCS Project involved various stakeholders, including parents, healthcare professionals, researchers, and representatives from different sectors, including nutrition and education. Using the CCS method, 232 stakeholders provided 344 unique ideas. A consensus process was then applied to agree on the 12 key priorities.

A broad socioeconomic focus was applied, ensuring a range of social factors were uncovered. Key actions that could be considered that will support individuals include increasing access to asthma educators and reducing exposure to air pollution for kids with asthma.

The project's findings stressed the importance of community engagement and empowerment that would enable children to manage their asthma better.

The insights from this CCS Project will inform Asthma Australia's long-term national approach to addressing paediatric asthma. The project reaffirmed the importance of ongoing asthma education for health professionals, school staff, parents, and children, particularly in high-risk communities.

## 12 key agreed priorities

1. Know what to do during an asthma attack
2. Carry their inhalers
3. Encourage the child to be involved in their asthma care
4. Correct technique
5. Increase Asthma education
6. GPs to ensure each asthma patient has an Asthma Action Plan
7. Understand the triggers that cause an attack
8. Access to asthma educators
9. Appropriate use of medications such as oral steroids
10. Reduce children's exposure to air pollution and respiratory allergens in the outdoor environment
11. Know how to implement an Asthma Action Plan
12. Notifications of controlled burns in the area

[Click here](#) to read the CCS Project report.