

Asthma + Lung UK

Winter campaign 25/26

Comms toolkit



Our **battle** for breath.

Asthma + Lung UK stands up for everyone with a lung condition to bring about a revolution in treatment and support – so everyone can live their best lives.

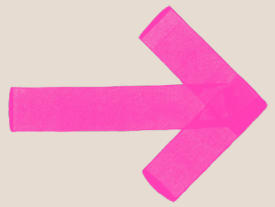
Every year, with the help of our supporters, we offer vital support when it's needed most through our Helpline – offering advice on medicine, symptoms and managing lung conditions.

And every year, we strive for a better future by funding groundbreaking studies – transforming how lung conditions are prevented, diagnosed and treated.

Thanks to our supporters, we've funded vital projects across asthma, COPD and more – leading to breathing breakthroughs that revolutionise treatments and save lives.

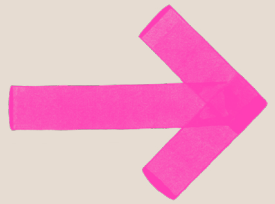
To find out more about Asthma + Lung UK and our work please visit: **AsthmaAndLung.org.uk**

Our Winter campaign and how you can help



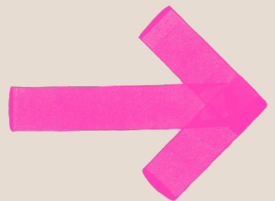
Theme:

Asthma + Lung UK's Winter campaign builds on last year's successful 'Life + Breath' campaign, positioning Asthma + Lung UK as a reliable resource for people living with a lung condition. That's why the tagline is 'We're with you this winter.'



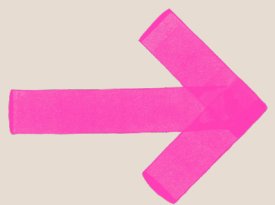
Key message:

We want healthcare professionals to help patients living with a lung condition prepare for winter by encouraging them to sign up to our free, personalised Winter Wellbeing Guide. The guide contains advice, tips and support to help them manage their condition well over the winter months. See more at **asthmaandlung.org.uk/withyouthiswinter**



Why this messaging?

This year's campaign builds on the success of last year's Life + Breath winter campaign. 96% of people who signed up last year found the guide useful for managing their lung condition – and 71% said they felt better able to manage their lung condition throughout the winter season because of it.



How can you help?

Our comms toolkit can help you to raise awareness of our Winter campaign with colleagues and patients, to keep people with a lung condition well this season.

Download the assets **here**.

SMS message

Share this SMS message with your patients.

If you work in general practice, send this message to patients on your asthma and COPD disease registers or who have a read code for a respiratory condition including asthma, COPD, bronchiectasis, interstitial lung disease and lung fibrosis.

If you work in a specialist respiratory team, share it with patients who attend your clinics or who are on your contact lists.

Access the copy **here**.

Friday 14 Nov · 10.30

Hi Joseph, it's Leila, the Practice Nurse at Bennie Street Surgery. I'm sharing this free Winter Wellbeing Guide from Asthma + Lung UK to help you stay well:

AsthmaAndLung.org.uk/WithYouThisWinter

Patient-facing poster

Print and display our patient-facing poster in your waiting areas.

Download the poster **here**.



**We're with you
all winter.**

**For us, it's
life + breath.**

We know that the winter season is more than just cold snaps and long nights. If you're living with a lung condition, it can be an incredibly difficult time.



Sign up to our Winter Wellbeing Guide -
96% of people who signed up last year found our guide useful for managing their lung condition.



AsthmaAndLung.org.uk/withyouthiswinter



**ASTHMA+
LUNG UK**

Asthma and Lung UK is a charitable company limited by guarantee with company registration number 01863614, with registered charity number 326730 in England and Wales, SC038415 in Scotland, and 1177 in the Isle of Man.

Healthcare professional-facing adverts

Share these adverts in any healthcare professional-facing newsletters or other communications.

Download the adverts **here**.

The cold months ahead can feel like Life + Breath.

That's why we're with you this winter.

If a patient is living with a lung condition, winter can be an incredibly difficult time. Our Winter Wellbeing Guide is a great resource for helping patients manage their condition.

By answering a few short questions about their lung condition and symptoms over winter, patients will get free, personalised health advice sent to their inbox.

Have your patients signed up for our Winter Wellbeing Guide?
96% of people who signed up last year found our guide useful for managing their lung condition.

Or visit our website at:
AsthmaAndLung.org.uk/withyouthiswinter

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Version 1

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Version 2

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Version 3

Newsletter copy

Use this copy in any healthcare professional-facing newsletters or other communications.

Access the copy **here**.

If a patient is living with a lung condition, winter can be an incredibly difficult time. In fact, if you have a lung condition, your risk of ending up in A&E doubles in winter.

That's why Asthma + Lung UK are launching their winter campaign – With You This Winter.

The Winter Wellbeing Guide is a great resource for helping patients manage their condition. By answering a few short questions about their lung condition and symptoms over winter, patients will get free, personalised health advice sent to their inbox.

96% of people who signed up last year found the guide useful for managing their lung condition – and 71% said they felt better able to manage their lung condition throughout the winter season.

Help your patients get prepared for winter.

- Send an SMS message, which includes the link to sign up to the Winter Wellbeing Guide, to your respiratory patients.
- Put our campaign poster up in your patient-facing waiting areas.
- Share the campaign with healthcare professional colleagues and patients on your socials.

Access the assets **here**.

Social posts for healthcare professionals

Use this copy to share on your healthcare professional-facing social channels.

Access the copy and assets **here**.

X:

Asthma + Lung UK's Winter Wellbeing Guide can help your patients manage their health in the months ahead.

Learn more: **AsthmaAndLung.org.uk/withyouthiswinter**



**Stay well
this season**

→ Sign up for the
Winter Wellbeing Guide.



Facebook/LinkedIn:

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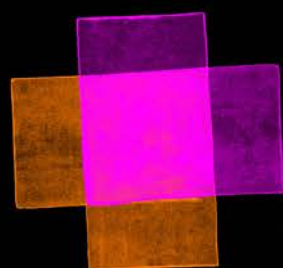
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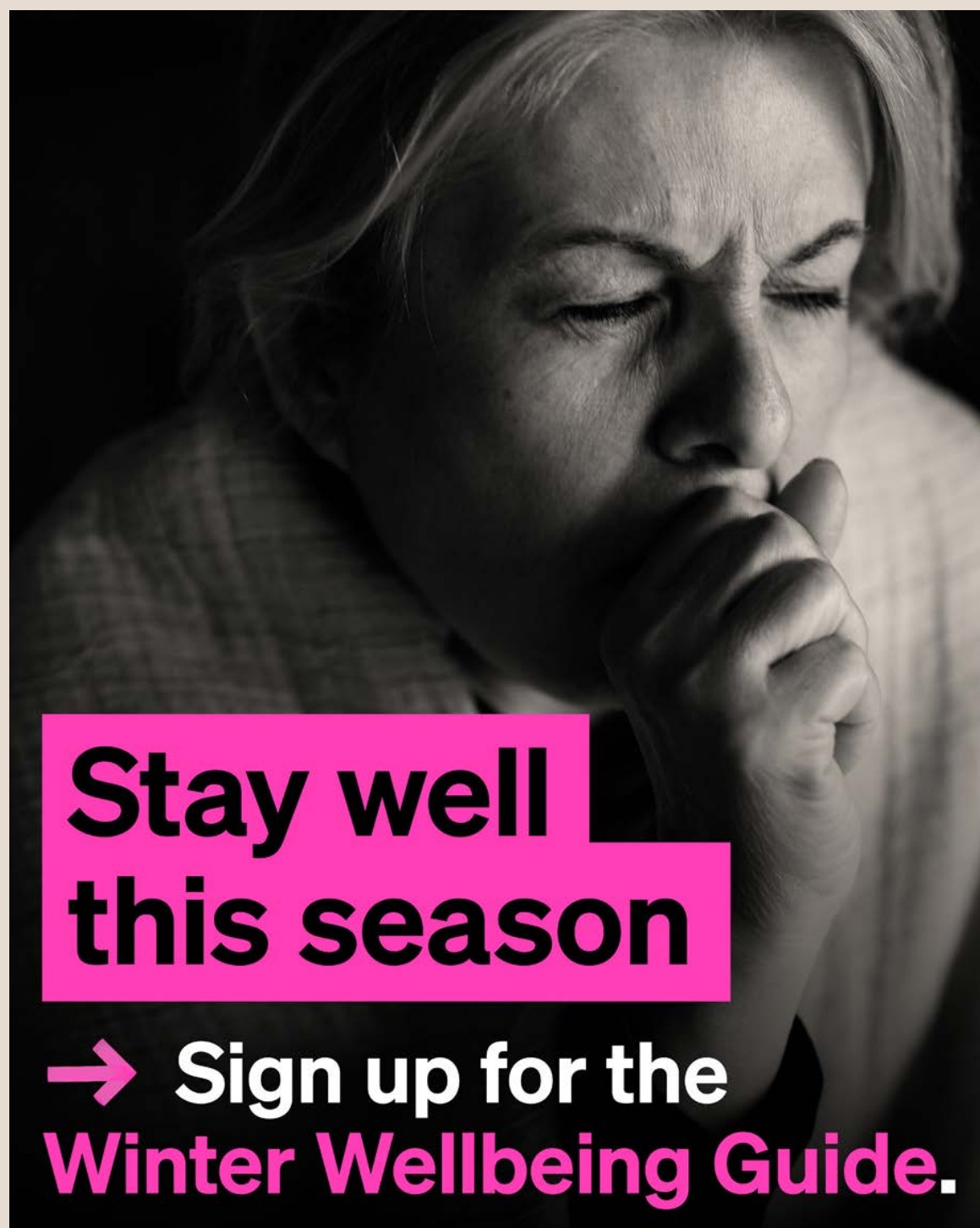


**ASTHMA+
LUNG UK**

Instagram Reel/TikTok:

Asthma + Lung UK's Winter Wellbeing Guide can help patients manage their health in the tough months ahead.

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Social posts for patients

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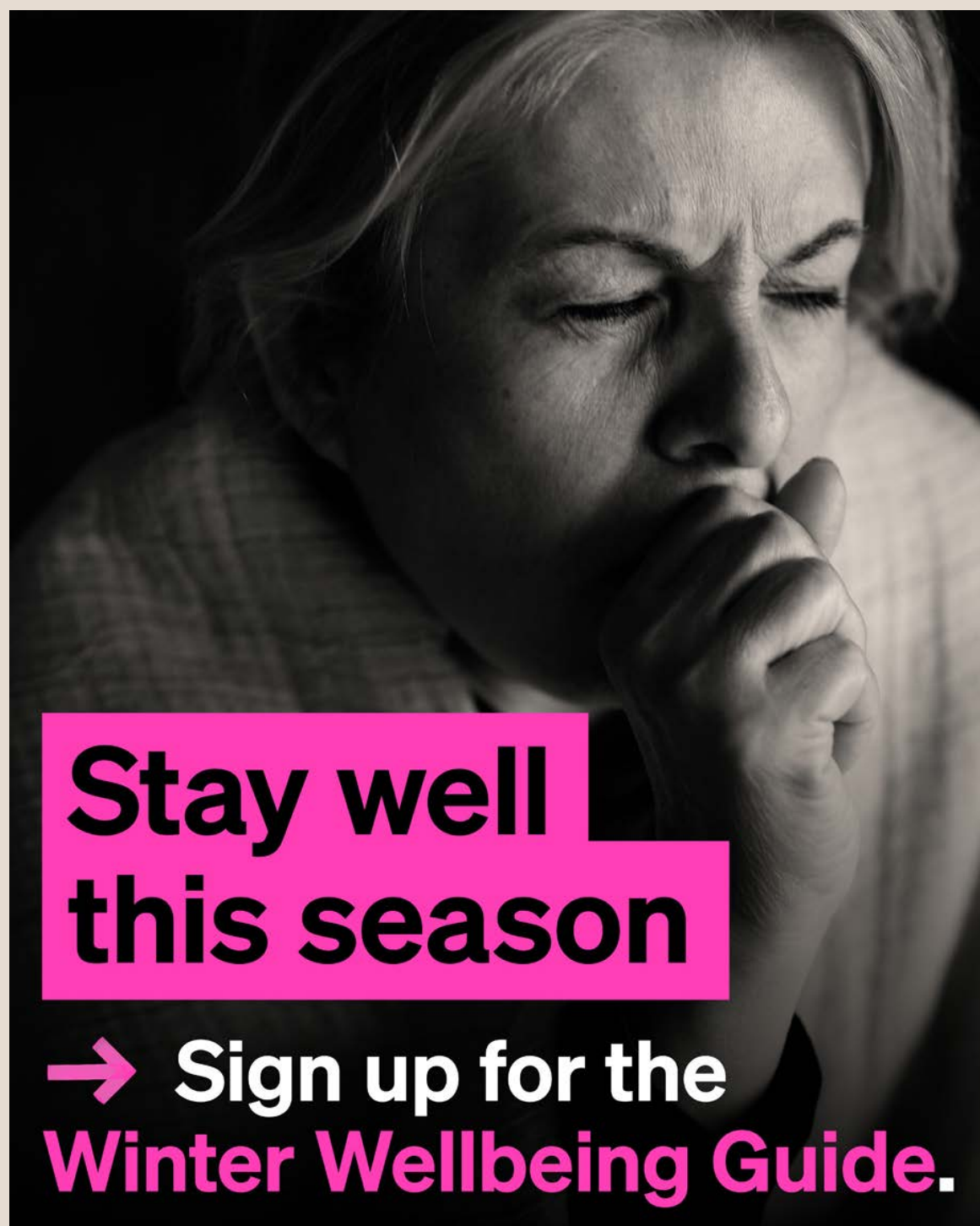
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