



Asthma UK Centre
for Applied Research



AUKCAR Campaign: #RespiratoryResearchMatters

About the campaign

Help us spread awareness of the Asthma UK Centre for Applied Research and its evidence generation, highlighting the need for further investment into respiratory health research.

Overview

Asthma attacks continue to be common in the UK, and lung diseases are the third biggest killer in the country. Despite this, research and innovation into respiratory health is chronically underfunded. Since 2014, the Asthma UK Centre for Applied Research, funded by a grant from Asthma UK has been conducting research and generating evidence for people with asthma, their healthcare providers and policymakers.

Throughout November, December and January, we're highlighting the powerful evidence generated within the Centre and calling for further investment into research and innovation for respiratory health with our campaign: #RespiratoryResearchMatters

Our series of videos highlights some of the key areas of research happening in the Centre and explains why we are calling for increased funding:

- Better understanding of asthma and other respiratory diseases can help us more accurately diagnose and treat it, driving improvements in asthma outcomes in the UK
- How data in respiratory health is helping us inform policy
- How poverty and inequalities can manifest as respiratory disease in children and adults
- How patient-centred digital technology could support people with asthma
- How air pollution disproportionately affects people with chronic diseases

How you can help us

1. Share the copy below in your newsletters, blogs, community forums, social media captions (excluding Twitter due to character count) or whatsapp groups. ([See Suggested copy](#))
2. Use the Social Media assets and accompanying messaging below to share highlights of ongoing evidence-generating studies in the Centre, and the need for further investment into respiratory health research. ([See Assets](#))

For any queries or feedback

Please contact admin.aukcar@ed.ac.uk

Thank you for your support with our campaign!



Suggested copy

Suggested copy for newsletters, blogs, community forums, social media captions (excluding Twitter due to character count) or whatsapp groups

Title: Essential research into respiratory health – why more investment is needed

Since 2014, the Asthma UK Centre for Applied Research has been generating evidence for people with asthma, their healthcare providers and policy makers.

Despite the advances in understanding the Centre has made, asthma attacks continue to be common in the UK and respiratory health continues to be chronically underfunded.

Share the work of the Centre and help us in calling for more respiratory health investment, because #RespiratoryResearchMatters

Watch and share our videos highlighting key areas of work and our call for more investment: <https://edin.ac/3UYnFkS>. Follow along on our #RespiratoryResearchMatters social media campaign from November and December 2022 to January 2023.

(100 words)

Assets for you to use

We have prepared some graphics for you to use on your channels. They can be downloaded via OneDrive: [RespiratoryResearchMatters Assets](#)

As AUKCAR uses Twitter and LinkedIn, we have optimised our assets for these platforms, but you are welcome to post on any alternative platforms. If you do, please provide a link to our website: <http://www.aukcar.ac.uk/>

Please feel free to use the suggested text in the table below (pages 3-5) when posting to your networks. All videos in the YouTube playlist (<https://edin.ac/3UYnFkS>) will be publicly available for the duration of the campaign, but we are drawing attention to each video through a weekly theme. Please join us in posting content that fits the theme by using the hashtag, #RespiratoryResearchMatters.



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Dates	Theme	Twitter wording	Twitter assets	LinkedIn wording	LinkedIn assets
Throughout the campaign	<p>Overview of the campaign</p> <p>YouTube playlist: https://edin.ac/3UYnFkS</p>	<p>We are taking part in the #RespiratoryResearchMatters campaign. Join us in following @AUKCAR as they highlight the key areas of research happening in the Centre, and why they are calling for increased funding.</p> <p>Watch their playlist to learn more: https://edin.ac/3UYnFkS</p>	<p>Link to OneDrive</p> <p>00R Video.mp4</p> <p>01R About the Campaign.png</p> <p>07R Playlist.png</p>	<p>From now until January, we will be taking part in the #RespiratoryResearchMatters campaign.</p> <p>Asthma UK Centre for Applied Research are highlighting some of the key areas of research happening in the Centre and explaining why they are calling for increased funding.</p> <p>Join the conversation by using the hashtag, and watch their playlist to learn more: https://edin.ac/3UYnFkS</p>	<p>Link to OneDrive</p> <p>00S Video.mp4</p> <p>01S About the campaign.png</p> <p>07S Website.png</p>
23 rd – 25 th November 2022	<p>Better understanding of asthma and other respiratory diseases can help us more accurately diagnose and treat it, driving improvements in asthma outcomes in the UK</p> <p>Video: https://youtu.be/EHIWoV0cPK4</p>	<p>We support @AUKCAR in calling for more investment in respiratory health research. They want to improve prevention, diagnosis and treatment to benefit people with lung conditions. Watch their video to find out why #RespiratoryResearchMatters https://youtu.be/EHIWoV0cPK4</p>	<p>Link to OneDrive</p> <p>02R Why we're calling for increased funding.png</p>	<p>We support the Asthma UK Centre for Applied Research in calling for more investment in respiratory health research.</p> <p>They want to improve prevention, diagnosis and treatment to benefit people with asthma and other lung conditions.</p> <p>Watch their video to find out why #RespiratoryResearchMatters https://youtu.be/EHIWoV0cPK4</p>	<p>Link to OneDrive</p> <p>02S Why we're calling for increased funding.png</p>

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Dates	Theme	Twitter wording	Twitter assets	LinkedIn wording	LinkedIn assets
28 th November - 2 nd December 2022	How data in respiratory health is helping us inform policy Video: https://youtu.be/iAAeuZnYIIQ	Data is able to deliver insights into respiratory diseases which can help us improve people's health through policy change. @AUKCAR carries out data-driven research to improve our understanding. We need more investment because #RespiratoryResearchMatters https://youtu.be/iAAeuZnYIIQ	Link to OneDrive 03R How data in respiratory health is helping us inform policy.png	Data is able to deliver insights into respiratory diseases which can help us improve people's health through policy change. The Asthma UK Centre for Applied Research carries out data-driven research to improve our understanding. We need more investment because #RespiratoryResearchMatters. https://youtu.be/iAAeuZnYIIQ	Link to OneDrive 03S How data in respiratory health is helping us inform policy.png
12 th – 16 th December 2022	How poverty and inequalities can manifest as respiratory disease in children and adults Video: https://youtu.be/Cww3CTXs3aQ	There are huge inequalities in the UK, with poverty impacting on respiratory disease in children in particular. Research at @AUKCAR is uncovering the causes of these impacts and offering solutions to people with asthma. #RespiratoryResearchMatters https://youtu.be/Cww3CTXs3aQ	Link to OneDrive 04R How do inequalities impact children with asthma.png	There are huge inequalities in the UK, with poverty impacting on respiratory disease in children in particular. Research at the Asthma UK Centre for Applied Research is uncovering the causes of these impacts and offering solutions to people with asthma. #RespiratoryResearchMatters https://youtu.be/Cww3CTXs3aQ	Link to OneDrive 04S How do inequalities impact children with asthma.png

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Date	Theme	Twitter wording	Twitter assets	LinkedIn wording	LinkedIn assets
16 th January 2023	<p>How patient-centred digital technology could support people with asthma</p> <p>Video: https://youtu.be/54h4qoskLCo</p>	<p>We agree with @AUKCAR, that we need closer relationships between tech developers and researchers alongside people with asthma to create patient-centred tools and innovations. #RespiratoryResearchMatters Watch their video to learn about their research: https://youtu.be/54h4qoskLCo</p>	<p>Link to OneDrive</p> <p>05R Digital technology to support people with asthma is increasing rapidly.png</p>	<p>Research at the Asthma UK Centre for Applied Research is examining how digital technology could help people with asthma.</p> <p>We agree that we need closer relationships between technology developers and researchers alongside people with asthma to create patient-centred tools and innovations.</p> <p>#RespiratoryResearchMatters https://youtu.be/54h4qoskLCo</p>	<p>Link to OneDrive</p> <p>05S Digital technology to support people with asthma is increasing rapidly.png</p>
23 rd January 2023	<p>How air pollution disproportionately affects people with chronic diseases like asthma</p> <p>Video: https://youtu.be/N9tOV3IAfP0</p>	<p>Air pollution disproportionately impacts people from vulnerable groups, including those with chronic diseases like asthma. Support @AUKCAR in calling for more research and innovation because #RespiratoryResearchMatters https://youtu.be/N9tOV3IAfP0</p>	<p>Link to OneDrive</p> <p>06R The impact of air pollution on people with chronic diseases like asthma.png</p>	<p>Air pollution disproportionately impacts people from vulnerable groups, including those with chronic diseases like asthma.</p> <p>Support the Asthma UK Centre for Applied Research in calling for more research and innovation because #RespiratoryResearchMatters https://youtu.be/N9tOV3IAfP0</p>	<p>Link to OneDrive</p> <p>06S The impact of air pollution on people with chronic diseases like asthma.png</p>



Appendix - AUKCAR content schedule

NOVEMBER 2022 21 st	22 nd	23 rd Launch – why we’re calling for increased funding into respiratory research Video: https://youtu.be/x8dLQQRaZY News:	24 th	25 th Evidence from the Centre: Priorities for primary care respiratory research published: https://www.ed.ac.uk/usher/aukcar/news/news-stories/2022/priorities-for-primary-care-respiratory-research
28 th Data in respiratory health Video: https://youtu.be/iAAeuZnYlIQ	29 th	30 th Evidence from the Centre: Algorithm to predict asthma crisis events acceptable https://www.ed.ac.uk/usher/aukcar/news/news-stories/2021/algorithm-predict-asthma-crisis-events-acceptable	DECEMBER 2022 1 st	2 nd Evidence from the Centre: Internet-of-Things systems can be trusted to support a range of asthma self-management tasks, research suggests https://www.ed.ac.uk/usher/aukcar/news/news-stories/2021/iot-systems-trusted-self-management
12 th The impact of inequalities on people with asthma Video: https://youtu.be/35NSzeH_q2k	13 th	14 th Evidence from the Centre: Children in intensive care in England mostly come from poorer neighbourhoods, study suggests: https://www.ed.ac.uk/usher/aukcar/news/news-stories/2022/children-intensive-care-poorer-neighbourhoods	15 th	16 th Evidence from the Centre: Asthma in the older generation: increased challenges https://www.ed.ac.uk/usher/aukcar/news/news-stories/2022/asthma-older-generation-increased-challenges
JANUARY 2023 16 th Digital technologies for asthma care Video: https://youtu.be/nrA1CRUy9ho	17 th	18 th Evidence from the Centre: Cochrane Review: Asthma attacks may be cut by half with digital tools: https://www.ed.ac.uk/usher/aukcar/news/news-stories/2022/asthma-attacks-cut-by-half-digital-tools	19 th	20 th Evidence from the Centre: Remote support for asthma self-management acceptable, safe and effective: https://www.ed.ac.uk/usher/aukcar/news/news-stories/2022/remote-support-asthma-self-management-acceptable
23 rd The effect of air pollution on people with chronic disease like asthma Video: https://youtu.be/N9tOV3IAfPO	24 th	25 th Research in the Centre: New research to study impact of air pollution on children’s brain development and mental health https://www.ed.ac.uk/usher/aukcar/news/news-stories/2021/impact-air-pollution-children-brain-development	26 th	27 th