

1st IPCRG Confidence In Webinar & Abstract Presentations



Presentation 4

Collaborating with Colleagues: Where does Asthma Right Care fit in?

Mar Martínez, Spain

Breathing and feeling well through universal access to right care





How confident do you feel managing asthma right now with the COVID-19 Pandemic?





Today's good news









Asthma is global, in all communities, in all ages

Our hunches driving ARC programme are:

- There is Over-reliance on symptom relief and acute management instead of long-term, chronic disease antiinflammatory management in Asthma
- Asthma is low priority for change in general health care professional despite evidence of:

 -unwarranted variation in outcomes,
 -avoidable mortality, morbidity and healthcare utilisation
 -education programmes
- Previous approaches haven't really shifted that
- Need to want to change for messages about asthma improvement to be received & adopted
- Let's apply the evidence about achieving change at scale

Start discomfort with the current state!







Doing the right things and only the right things in the right way for the right people at the right time in the right place, whatever that means in the local context.

Right

Asthma





MRIII ANCE



IRON MAN, SEATTLE

Care









Leading ideas about ARC







Multidisciplinary Teams









Collaborating with colleagues

Is your asthma in the hands of the pilot or are you relying on the co-pilot three or more times a week?



The captain of your asthma care should be your regular preventer inhaler, not the co-pilot blue inhaler.

If you feel that you are reliant on your blue inhaler, then you are likely to have uncontrolled asthma.

Regular overuse of your blue inhaler puts you more at risk of having an asthma attack.1

If you are experiencing frequent asthma symptoms and taking 3 or more inhalations* a week of your blue inhaler, let's talk about your asthma care and how we can help you. Book a review with your asthma nurse TODAY

1 Hull S.A. *et al.*, Asthma presentating, ethnicity and risk of hospital admission: an analysis of 35,864 linked primary and secondary care records in East London. *NPJ Phir Care Respir Med* 2010;**26**:16049 "One to two cuts and is an inhibition (close)



This resource has been produced as part of the PCRS Asthma Right Care (ARC) initiative, which is part of a wider global social movement initiated by the IPCRG; see https://www.pcrs-uk.org/ac for (unther information. The PCRS is grateful to AstaZineea for supporting the ARC initiation in the UK through an educational grant and secondment of a porgramme manage. ArXiv:Zeneeta Bayed on part in the creation of the resource. Primary Care Respiratory Society, Charity Number 108117 Company Number 428947 VKI Registration Number 886 1543 09 Registrate diffee Mina House, 1555 High Steek, Unker, B301 LL Barbern 444 (0157 STATC) Barbin 1400 Charling Minary Astronomy Model Telling/Invespors-uk.org 1555 High Steek, Unker, B301 LL Barbern 444 (0157 STATC) Barbin 1400 Charling Minary Astronomy Model Telling/Invespors-uk.org





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Asthma Right Care Tools



Tools to get the conversation going between people with asthma and clinicians about Right Care for Asthma All ARC resources are freely available from: https://www.ipcrg.org/asthmarightcare

www.ipcrg.org/asthmarightcare





Slide rule in action as behaviour change tool



ASTHMA RIGHT CHANGE THE CONVERSATION





Aim

Achieving behavioural change in regards to asthma management:

- ✤ To face the problem of over-reliance on SABA
- To achieve adherence to preventive treatment with inhaled steroids





Focus on the patient

Find out the meaning of the symptoms or illness for the patient





The power of one, the power of many





It's all about the FOLLOWERS: We need to get the right people engaged, who will connect through the right channels to engage the maximum numbers of followers who are inspired to do something different: to reduce reliance on short-acting betaagonists, and to increase faith in and use of effective medicines



"We need to be activists in our work lives as much, or even more, than in any other sphere of our lives"

Quote from Dr Helen Bevan Chief of Service Transformation NHS Institute for Innovation and Improvement



ARC social movement









Messages for taking home

Knowledge-Skills-Collaborating with colleagues





...leads to manage asthma better than ever before

www.ipcrg.org/asthmarightcare

