

# Asthma Right Care: a global social movement to improve safety and care quality for the 300m+ people with asthma

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## The problem

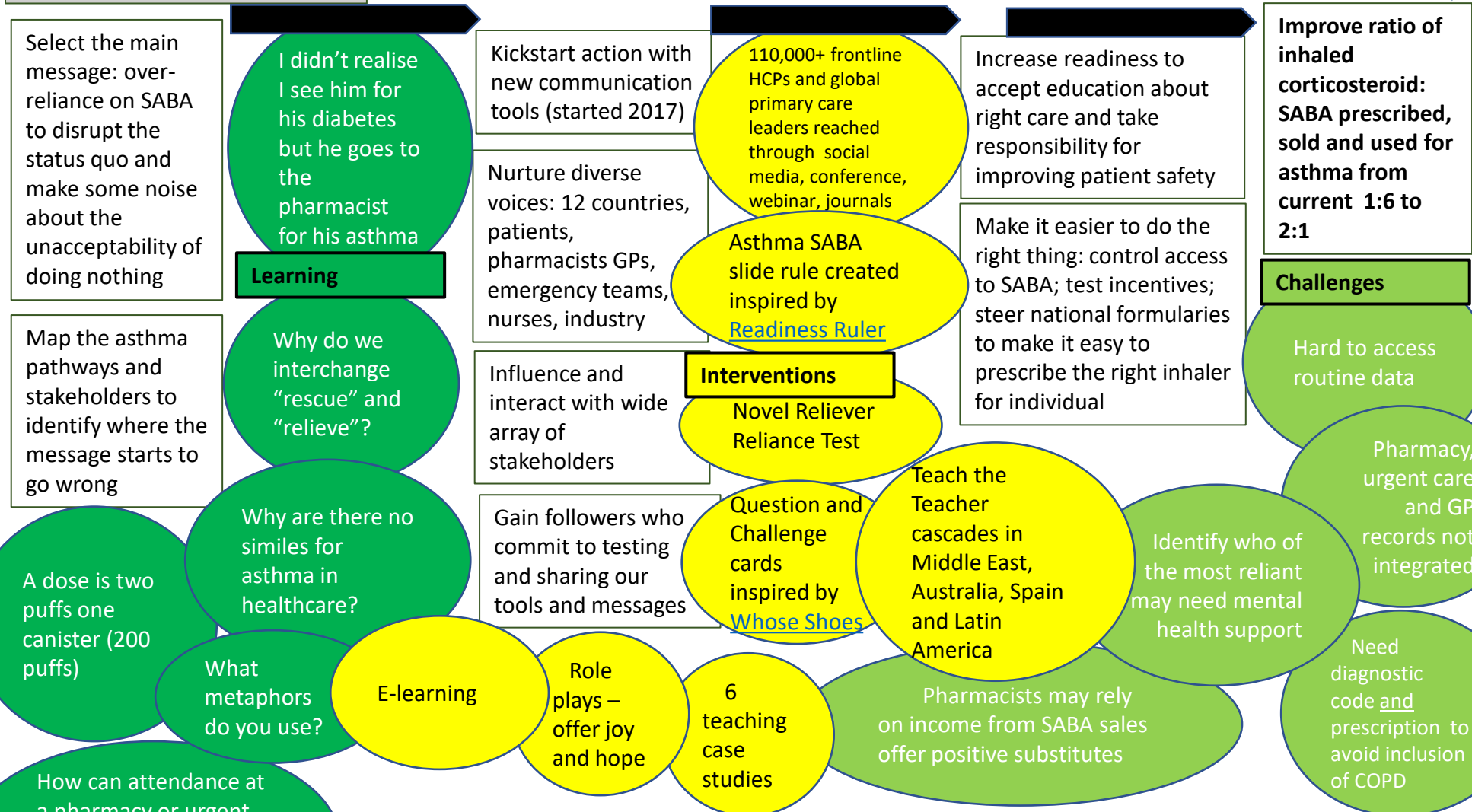
The current systems for delivering asthma care are perfectly designed to deliver 5 global problems:

- Unwarranted variation
- Harm
- Failure to prevent disease and disability
- Waste of human and physical resources through low-value activity
- Inequity

Years of investment in primary care and patient asthma education, guideline development and pharmaceutical sales force detailing have not altered the basic problem of people with asthma over-relying on symptom relief, often a short-acting beta agonist (SABA), and under-using anti-inflammatory medicine – inhaled corticosteroids (ICS) despite the fact it is an inflammatory condition and ICS options are readily available in many countries and highly effective.

**Latest evidence shows use of more than 3 SABA inhalers for asthma pa, increases risk of asthma attacks and more than 12 increases the risk of death. Latest international guidance 2021 (GINA) says no adult with asthma should be treated with SABA alone. Yet this is standard care for much of the world.**

## What was our theory of change? Now in UK, Spain, Portugal, Canada, Netherlands, France, China, Vietnam, Malaysia, Brazil, Slovenia, Greece



**References** Global Initiative for Asthma (GINA) 2021 <https://ginasthma.org/wp-content/uploads/2021/04/Main-Pocket-Guide-2021-FINAL-WM.pdf>; Del Castillo J, et al (2017) *We change the world. What can we learn from global social movements for health?* NESTA. [https://media.nesta.org.uk/documents/we\\_change\\_the\\_world\\_report.pdf](https://media.nesta.org.uk/documents/we_change_the_world_report.pdf); Lancet journals (2017) *Right Care*. Available online: [www.thelancet.com/series/right-care](http://www.thelancet.com/series/right-care); NHS England Sustainable Improvement Team and the Horizons Team (2017) *Leading Large Scale Change: A practical guide*. [www.england.nhs.uk/wp-content/uploads/2017/09/practical-guide-large-scale-change-april-2018-smll.pdf](http://www.england.nhs.uk/wp-content/uploads/2017/09/practical-guide-large-scale-change-april-2018-smll.pdf); Sivers D (2010) *First follower: leadership lessons from a dancing guy*. Available online: <https://sivers.org/>  
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