

2020 IN NUMBERS

3,000

Estimated number of **Asthma HealthPacks** disseminated through 64 Careplus pharmacies



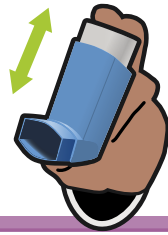
Page views on our website, **asthma.ie**

970k



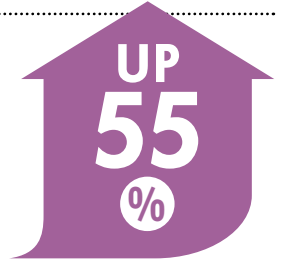
39k+

Online views of our **Know Your Symptoms** graphic



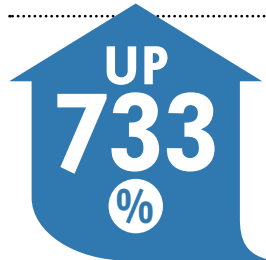
Number of **Inhaler Technique** online refresher session views

32,785



74k+

Views of the post advocating for patients to have **Asthma Action Plan** on Facebook



Visits to our **5 Step Rule** page

55,158



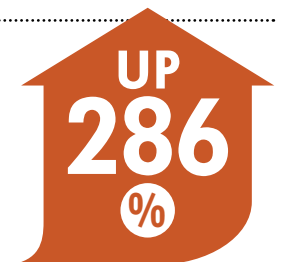
19k+

Views of **Dr. Marcus Butler's Facebook Live** with **Sarah O'Connor** as part of our **Safetycare** campaign



Downloads of our **Asthma Action Plan**

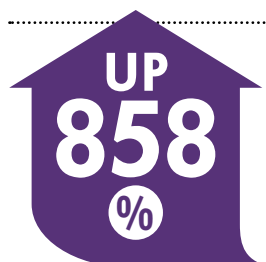
18,762



610



Number of people used the Sláintecare-funded **WhatsApp Messaging service**, May-Dec 2020.



Support calls to the **Asthma Adviceline**
Triaged calls and Facebook/Email queries

6,816



five

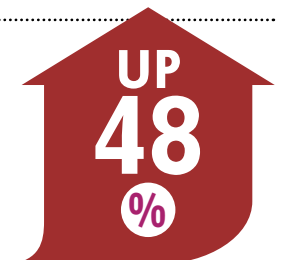
Average number of minutes people were spending on **asthma.ie** from May-Sept



Hi!

Nurse appointments via the **Asthma and COPD Adviceline**

4,416



1 Irish Healthcare Award received for our **Safetycare** campaign

1 PRCA PR commendation received for our **Asthma Awareness Week**