

Abstract

The design and implementation of a tailored social marketing and health communication campaign targeting allergic asthma during asthma peak month

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Background: Asthma is a multifaceted disease and public health challenge requiring complex health education and communication approaches. According to the CDC, about 60% of people with asthma have allergic asthma, and 44% of children with asthma have uncontrolled asthma. Hospitalizations spike every September, especially during the third week, known as Asthma Peak Week. The Asthma and Allergy Foundation of America (AAFA) designed and implemented a social marketing and health communication campaign focused on pediatric allergic asthma, aiming to promote healthy behavior through increased reach, awareness, and engagement.

Methods: AAFA designed and implemented a social media campaign for the 2024 Asthma Peak Month to educate caregivers about seasonal asthma triggers and encourage proactive management of pediatric allergic asthma. The campaign featured plain-language content, a storyboard image carousel, videos, and trending internet memes. The campaign also included asthma specific keywords and tags to reach communities and individuals affected by asthma.

Results: Compared to the prior year, AAFA's Asthma Peak Month campaign increased 950% on impressions (reach), 2,199% on engagements (shares, likes, comments), and 3,921% on link clicks. The campaign promoted asthma self-management, medication adherence, healthcare provider communication, and built community among caregivers and those living with allergic asthma.

Conclusions: Media and health communication campaigns serve as a platform for promoting healthy behaviors, engaging target audiences, and the dissemination of critical health information. Crafting tailored and compelling messages, pivoting your approach, and innovative design may broadly affect reach, widen audiences, enhance and promote healthy behaviors.

Administer health education strategies, interventions and programs Chronic disease management and prevention Implementation of health education strategies, interventions and programs Planning of health education strategies, interventions, and programs Public health or related research

