Asthma promotion has predominantly been aimed at children and/or their caregivers at the community level. Gaps in asthma knowledge and common misperceptions. Higher asthma mortality rates and lower health-related quality of life in older adults.

**NEEDS/RATIONALE**
- Higher asthma mortality rates and lower health-related quality of life in older adults
- Gaps in asthma knowledge and common misperceptions
- Asthma promotion has predominantly been aimed at children and/or their caregivers at the community level

**Inputs**
- PhD candidate
- University academics
- Expertise of peak asthma organisation
- Government research funding
- Databases to recruit participants e.g. Electoral Roll
- Evidence base: academic literature and intervention evaluations

**Activities**
- Develop community asthma survey
- Conduct formative research survey
- Develop messages and materials
- Conduct pre-testing focus groups
- Finalise campaign materials
- Develop campaign plan
- Implement campaign in intervention region
- Conduct process and impact evaluations

**Participation**
- Collaboration with partner: peak asthma organisation
- Adults aged 55 years and older
- Survey respondents and focus group participants
- Community volunteers
- Local media outlets

**Outputs**
- Conduct process and impact evaluations
- Finalise campaign materials
- Develop campaign plan
- Conduct pre-testing focus groups
- Develop messages and materials
- Conduct formative research survey
- Develop community asthma survey

**Outcomes**
- Increase asthma knowledge in the intervention region
- Change asthma perceptions in the intervention region
- Create community asthma discussion in the intervention region
- Increase information-seeking behaviours in the intervention region
- Improve self-management of respiratory symptoms in the intervention region
- Provide peak asthma organisation with an evidence-based asthma awareness campaign for older adults

**Participants**
- Adults aged 55 years and older
- Survey respondents and focus group participants
- Community volunteers
- Local media outlets

**Short-term**
- Increase asthma knowledge in the intervention region
- Change asthma perceptions in the intervention region
- Create community asthma discussion in the intervention region
- Increase information-seeking behaviours in the intervention region
- Improve self-management of respiratory symptoms in the intervention region

**Long-term**
- Change community attitudes toward asthma in older people in the intervention region
- Improve self-management of respiratory symptoms in the intervention region
- Provide peak asthma organisation with an evidence-based asthma awareness campaign for older adults