

## Asthma Message Testing

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SENSIS



# Agenda

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1. Message Architecture
2. Be Smart. Breathe Smart.
3. Own Your Asthma
4. Breathe Better, Together
5. Know Your Zone
6. Appendix

# Messaging Architecture

## KEY MESSAGES

MESSAGE STRATEGY

	<b>Be Smart, Breathe Smart</b>	<b>Own Your Asthma</b>	<b>Breathe Better, Together</b>	<b>Know Your Zone</b>
<b>Relatable Narratives</b>	2 - Middle School Messages 2- High School Messages 1- Caregiver Message	2 - Middle School Messages 2- High School Messages 1- Caregiver Message	2 - Middle School Messages 2- High School Messages 1- Caregiver Message	2 - Middle School Messages 2- High School Messages 1- Caregiver Message
<b>Tips &amp; Tricks</b>	1- Middle School Message 1- High School Message 1- Caregiver Message	1- Middle School Message 1- High School Message 1- Caregiver Message	1- Middle School Message 1- High School Message 1- Caregiver Message	1- Middle School Message 1- High School Message 1- Caregiver Message
<b>Finding Balance</b>	1- Middle School Message 1- High School Message 1- Caregiver Message	1- Middle School Message 1- High School Message 1- Caregiver Message	1- Middle School Message 1- High School Message 1- Caregiver Message	1- Middle School Message 1- High School Message 1- Caregiver Message
<b>Social Motivations</b>	1- Middle School Message 1- High School Message 1- Caregiver Message	1- Middle School Message 1- High School Message 1- Caregiver Message	1- Middle School Message 1- High School Message 1- Caregiver Message	1- Middle School Message 1- High School Message 1- Caregiver Message

**56 Messages in total**

## Key Messages

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Be Smart. Breathe Smart.

Own Your Asthma.

Breathe Better, Together.

Know Your Zone

Be Smart. Breathe Smart.

# Be Smart. Breathe Smart

## Concept Description

Key Message slides like this will be shown to participants in the key message testing portion of the study guide

Getting educated and proactive about your asthma management won't just help you live a healthy life, it will help you stay active, and more fulfilled.

# Relatable Narratives

## Be Smart. Breathe.

Message strategies like this come into play in the last section of the guide (Message Strategy Comparison) – During that section, we will take the four strategy narratives for a key message and show them to participants to gauge reactions on what might be the most effective strategy to use. These slides have been adapted to by Key Message and by Audience Segment, so that is why there are so many. However, participants will only see four strategies (the ones that fit the most popular key message in that specific age or caregiver group)

## I keep forgetting my triggers...

Remembering my asthma triggers can be difficult. I forget that mold makes me wheeze, that pet dander makes me struggle to breathe, and that the changing weather can set off an asthma attack. But I know it doesn't have to be this way. I can learn to be more aware of my environment.

Be mindful of your asthma triggers. Be smart, breathe smart.





### Meet Mike.

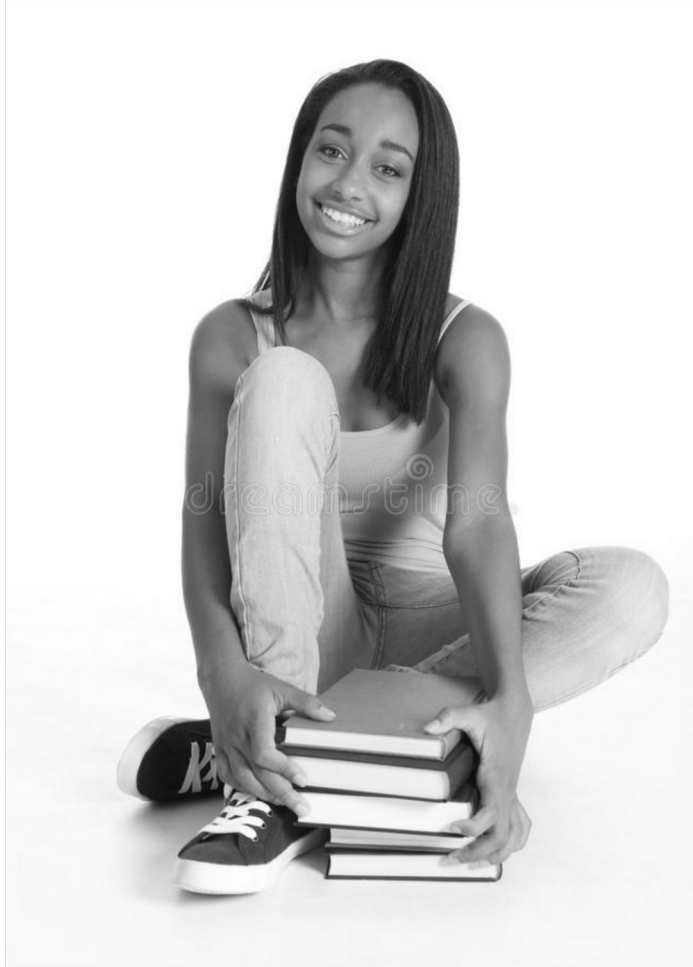
Mike forgets to take his asthma medication all the time. He has so much on his mind he can't always keep up with his asthma management. But he knows that asthma isn't a joke. And if he wants to stay healthy, he needs to be smart and proactive about his health. Mike decided to download an app to remind him to take his medication so he doesn't have to rely on his memory alone. Sometimes busy teens just need a little help from their phones.

Mike needs to be smart, breathe smart, and be mindful about his asthma.

## I only have one senior year...

And I won't let asthma get in the way of it. I want to spend my last year in high school with friends: at the movies, at dances, at parties, and at football games. Senior year should be about making memories with friends. Not about recovering from asthma attacks. It's time be smart about my asthma and take my medication. So I can make my senior year truly count.

Be mindful about your asthma management so you can have the best year yet.



## Meet Claire.

Claire had been careless about her asthma management. She would forget her inhaler and disregard her asthma triggers. She would blame her negligence on being busy with school. But when Claire had a bad asthma attack and had to go to the hospital, she suddenly became more mindful about her asthma. She now understands that her health isn't something she should ever ignore or dismiss.

Be smart, breathe smart, and be mindful about your asthma.

### Helping Cole feel empowered...

I care about Cole so much. It's hard for me to watch him be careless about his asthma. Sometimes he forgets to take his allergy medication, and he's not always very aware of his asthma triggers, like dust mites and pollen. But as much as I worry about Cole, I know he needs to be responsible for himself. I'm going to show Cole how to create an asthma management checklist that allows him to check off when he's completed a task. Cole's one of the smartest kids in school. It's time to help him become smart about his health.

Help him be smart so he can breathe smart.

Tips & Tricks

Be Smart. Breathe Smart.

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Major  Alert.

**Want to be smart and breathe smart? These four tips can help.**

- 1. Plan it.** Make an asthma action plan. Write down each step. Post it on your refrigerator.
- 2. Automate it.** Set a daily reminder on your phone to remember your asthma plan.
- 3. Discuss it.** Explain your condition to your family, friends, teachers, and coaches. Provide them updates on how you're feeling.
- 4. Avoid it.** Make a list of your asthma triggers and where you experience each trigger.

## Control Your Asthma Like a Boss.

Be smart and breathe smart with these five simple tricks.

**Put your asthma on vibrate.** Set a daily reminder on your phone to follow your asthma action plan.

**Bring your meds to school.** Keep a rescue inhaler in your locker or with the school nurse.

**Keep it clean.** Clean your bedroom to get rid of asthma triggers like mold, dust mites, and pet dander.

**Tie a reminder around your wrist.** Wear a string bracelet to remind you to take your asthma meds.

**Know your triggers.** Keep a list of activities and allergens that aggravate your asthma.

Your teenager(s) deserve independence. Give it to them.

Follow these three simple tricks to help your teenager be smart and breathe smart.

- **Recognize** when you're asserting too much control over your teen's asthma routines, and keep yourself in check. Help them to develop their own healthy habits so they can control their asthma on their own.
- **Provide incentives** to motivate your teen to take their medications. Sometimes a little push is all your teen needs to stay focused and stay in control.
- **Reach out to your teen's PE teacher and/or coaches** to talk to them about your teen's asthma. Help them understand the condition, and its consequences so that your teen can have a strong support system.



Finding Balance

Be Smart. Breathe Smart.

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Make the smart choice. Take a break. Be balanced.

When you are playing sports or doing physical activities, it can be difficult to slow down and take a moment to catch your breath. But you need to make smart choices so you don't have an asthma attack and go to the hospital. Learn how you can be active, without pushing yourself too far.

Be smart, breathe smart, and find your fitness balance.

### Finding your balance is the smart move.

When you have asthma and push your body past its limit, you could end up in the hospital. Hospital visits can be a drag. You won't get to hang out with friends or get all your schoolwork done. But if you find your balance and take a breaks when you struggle to breathe, you'll be able to stay healthy—and out of the hospital.

Be smart, breathe smart, and stay hospital-free.

### Helping your loved one be smart and find balance.

You have waited hours in the hospital. Worried. Anxious. Frustrated. Tired. Your teenager over-exerted himself at soccer practice again and had an asthma attack. Encourage your son to make smart decisions and learn his limit on the field. Help him be smart, breathe smart, and find his fitness balance.

Be smart, breathe smart, and take it easy on the field.

# Social Motivations

Be Smart. Breathe Smart.

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## Share your story. Be smart. Be social.

Your friends are your world. You text them every night. You share everything with them. Why not share your asthma story? It's a part of who you are. And there's no shame in that. Sharing with each other helps you understand one another. Trust your friends and share your asthma story.

Getting smart about asthma means finding support from friends.  
Be Smart. Breathe Smart.

Share the real you. It's the smart move.

Relationships are about trust. About understanding. About sharing ALL of you. Even your asthma. Your health is a part of you. But it doesn't define you. Your friends will understand that. Share the real you with the ones you love.

Being smart about asthma means getting support from friends.  
Be Smart. Breathe Smart.

### Help Them Feel Understood.

Your teen(s) wants to be understood. They want friends who will listen. And who will be always be there for them. But to develop healthy relationships, they have to share their true selves. Encourage your teen(s) to be open about their asthma so they can get the support they need.

Encourage your teen to get the social support they need.  
Help them be smart so they can breathe smart.



Own your Asthma.

# Own Your Asthma.

## Concept Description

You are ready to be the boss of your asthma. Take control and manage your asthma so you can stay healthy and stay in control.

Relatable Narratives

Own your Asthma.

## How I feel during an attack.

I'm watching movies in the basement. There's dust everywhere. I can feel my lungs closing up. And my chest tightening. I can't get any air in. Oh man, not again. I can barely even stand. I should have stayed in the den upstairs. This happens every time I hang out in the basement.

Owning your asthma means recognizing your environmental triggers.



### Meet Elijah

It's game day. And Elijah is ready. He's just been voted MVP. And his game has never been better. But he's been so focused on improving his skills, that he keeps forgetting to keep his allergy medication handy. He needs to create reminders for himself to keep his medication in his gym bag, so he can own his asthma and be ready to win.

Owning your asthma means keeping your medication where you can find it.

## You've got a LOT going on...

You were just voted social chair. You have a lot on your plate. You have to plan homecoming, prom, and graduation day. You're so exhausted when you get home you can't even remember to take your asthma medication. Set reminders for yourself to take your meds so you can #ownyourasthma and stay healthy.

Owning your asthma means remembering your medication, between social events.



### Meet Ella.

Ella is directing the school play. She didn't realize how much work it would be. Rehearsals are every night, and use up all her energy. She's so focused on what's happening on the stage, she often forgets to focus on her health. She decided she needs to download an app to remind her to take her asthma medication between sets. Ella needs to own her asthma and stay healthy so she can be ready for opening night.

Own your asthma, on and off the stage.

## **He's going to college next year. Make sure he's ready.**

You've always been there for your son and have reminded him to take his allergy medication every night. You know that if he doesn't, there's a chance he could have an asthma attack. But since he's going to college next year, you want him to develop healthy habits. Teach him tricks, such as writing post it notes or checklists, to remind him to take his medication. He needs to own his asthma so he can stay healthy, after leaving home.

Help him own his asthma on campus.



Tips & Tricks

Own your Asthma.

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Major  Alert.

**Owning your asthma is on you. Stay healthy with these three tricks.**

- 1. Learn your triggers.** Mold, pollen, dust, cigarettes. Know what triggers your asthma so you can avoid them.
- 2. Write a post it.** Write yourself a note to remind yourself to take your asthma medication. Leave the note on your bedroom door.
- 3. Take breaks.** You want to do it all. But sometimes you can't. When you're feeling sick, stop and take a break, so you can get healthy.

You're the boss. You're in control.  
**#OwnYourAsthma with these three tricks.**

**Get the app.** Download an allergy app so you can keep track of pollen counts and know when to stay inside.

**Tell your friends.** Tell your friends about your asthma so they can be there for you and help you stay healthy.

**Keep it clean.** Turn on your favorite tunes and spend the day cleaning your home of any asthma triggers.

Independence is important.

Follow these three simple tricks to help your teenager(s) own their asthma.

- **Keep them informed.** Send them articles about asthma management so they can learn how to control their condition on their own.
- **Send them a text.** You don't always have to make a big show of reminding them to take their medication. Sometimes a simple text is best.
- **Talk to them about their triggers.** Make sure they know their environmental triggers so they can learn when and how to avoid them.

Finding Balance

Own your Asthma.

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Your health is your responsibility...

You're active. You're involved in every activity. But managing your health means finding balance, and getting enough rest. Owning your asthma is your responsibility. You're great at stepping up and taking control. Now it's time to take control of your health.

Owning your asthma means finding your balance.

### Own Your Asthma. So You Can Stay Healthy.

From football games to friend's houses, your weekends are super packed. You have so much going on, you sometimes feel like you can't take a break. But you know your health should always come first. If you start to feel your chest tighten or your airways swell, you need to take it easy and get some rest. Your health is your responsibility. Own your asthma and find your balance so you can stay healthy.

Owning your asthma means finding your physical balance.

### Help her learn to listen to her body...

Your teen is a star runner. She practices several hours a day. And you worry she doesn't know when to quit. She needs to learn to listen to her body so she can find her balance and get healthy. Help her learn to recognize her symptoms so that she'll know when to get rest. Your daughter's health is her responsibility. But you can help her assert more independence and own her asthma.

Encourage her to own her asthma, on and off the track.



Social Motivations

Own your Asthma.

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### Share, connect, understand.

Managing your asthma can be hard. You need friends who will support you. And understand what you're going through. You would do the same for them. Connecting with each other helps you understand one another. Your friends can help you stay healthy—and own your asthma.

Owning your asthma means sharing with friends who care.

### Share your story and feel supported.

You like being independent and managing your health on your own. But that doesn't mean your friends can't help. When you talk to your friends about your asthma, you'll feel supported and in control. Your friends can help you stay healthy—and own your asthma. Trust your friends and share your story.

Owning your asthma means sharing with friends who care.

### Help your teen break out of her shell.

Your teen likes to keep things private. She doesn't like to talk about herself, especially about her asthma. But when she connects with others, she feels more supported and better understood. Getting support from friends helps her be in control and manage her health. Encourage your teen to be open with friends so she can own her asthma.

Encourage her to own her asthma, with friends she can trust.

Breathe Better, Together.

# Breathe Better, Together

## Concept Description

Managing asthma is a big responsibility. But your family and friends can help. By sharing your condition with people who care, you can get the support you need to manage your condition and stay healthy.

Relatable Narratives

Breathe Better, Together.

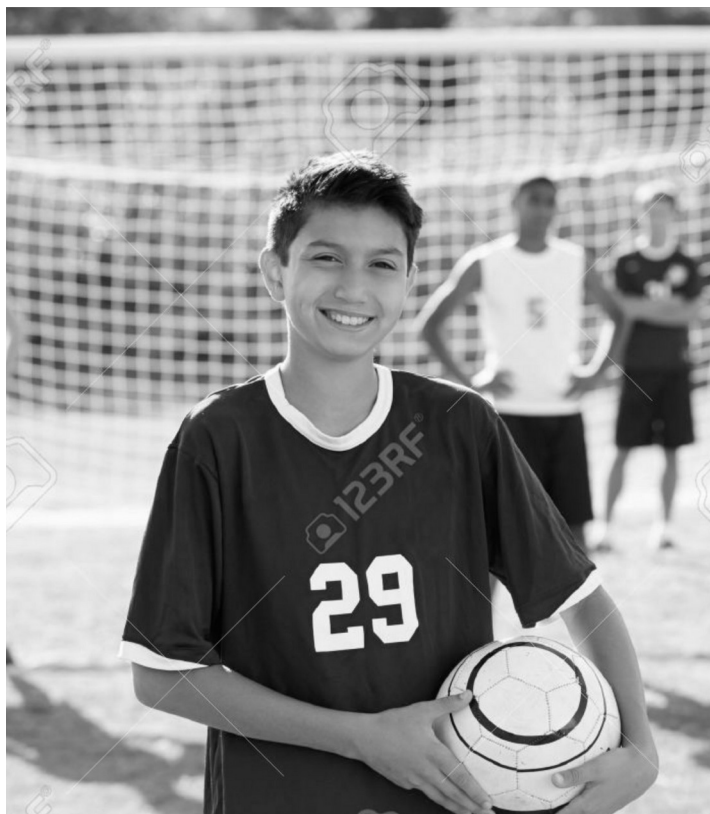
## Asthma doesn't have to be a secret...

I used to keep my asthma a secret. It made me feel weird. Different. Like there was something wrong with me. But when I finally shared my condition with my BFF Lucy, it felt like a weight had been lifted. I told her how scary having asthma could be, and she promised she understood, and would always be there for me. It feels great to know I have a friend who cares.

Share your asthma with friends who have your back.

Breathe Better, Together.





### Meet Jordan.

Jordan was scared to tell his coach he had asthma. He worried his coach would think he was weak. And that he would look down on him. But instead, his coach was proud of him for being open and honest. And he asked Jordan to keep him updated about how he was feeling, so he could always be there to help.

Share your story with your coach.

Breathe Better, Together

## Should I tell my boyfriend about asthma?

I was scared to tell my boyfriend Caleb about my asthma. I didn't know how he'd react. But my friends reminded me that Caleb had always been there for me, and would never judge me. They were right.

Share your story with the people who care about you.  
Breathe Better, Together.



## Meet Shana.

Although Shana wanted to tell her teammates about her asthma, she worried it would hurt her chances of being team captain. But when Shana finally shared her condition with her team, they couldn't have been more supportive. They reminded her they would always be there for her and asked what they could do to help. Shana is grateful she has teammates she can trust.

Share your story with your teammates.

Breathe Better, Together

### Helping Samuel feel understood...

My son Samuel has a great group of friends. But he was scared to tell them about his asthma. I reminded him that his friends would understand, and would always have his back. When Samuel finally built up the courage to share his condition with his friends, he felt great getting it off his chest. His friends were supportive, and now Samuel feels more confident and in control.

Remind your teen that their friends will have their back.

Help him Breathe Better, Together

Tips & Tricks

Breathe Better, Together.

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## Want to Breathe Better, Together?

Learn how sharing your asthma with friends and family can help you.

- 1. Tell your best friends.** Sharing your asthma can be scary. But you don't have to share it with everyone. Discuss your asthma with friends you trust.
- 2. Start with a text.** Scared to tell your friends in person? Start by telling them via snap or text.
- 3. Be yourself.** Asthma is serious. But that doesn't mean YOU have to be. Just because you're talking about your health doesn't mean you can't have fun and be yourself.

## Want to tell your best friend about your asthma?

Breathe Better, Together With These Three Simple Tricks.

- 1. Tell your best friend.** Your best friends have your back. Tell them about your asthma first, so you can connect with people you trust.
- 2. Send a text.** Scared to share your asthma face to face? You might feel more comfortable sharing with your friend over snap or text.
- 3. Be yourself.** Asthma is serious. But talking about it doesn't have to be. You'll feel more comfortable sharing your asthma if you can relax and be yourself.

Help your teen(s) get the support they need to control their asthma. Follow these three simple tricks to help your teen breathe better, together

- **Not everyone needs to know your teen's business.** Tell them to share their story with friends and family they feel truly comfortable with.
- **Start with a text.** Sometimes it's difficult for teens to share who they really are in real life. Remind your teen that there's no shame in sharing their asthma via an (emoji-ridden) text.
- **Be positive.** Having asthma doesn't have to be all doom and gloom. If your teen reminds their friends that they are still the same person, and can still do most of the same things, sharing their condition will be much easier.



Finding Balance

Breathe Better, Together.

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## **Find your fitness zone to breathe better, together**

Your team admires you. And you don't want to let them down. But when you have asthma, you sometimes need to take breaks. And your team will understand that. Talk to your teammates and coaches about your asthma, so that they'll be there for you, when you need them. Find your balance with people who care.

#BreatheBetterTogether with people who understand you.

## **Breathe better, together so you can stay healthy.**

You want to do it all. And win every game. But when you have asthma, you sometime need to take breaks. Your teammates will understand that. Talk to your teammates and coaches about your condition, so they can support you, when you need them to. Find your balance with people you trust.

#BreatheBetterTogether with people who understand you.

### **Help your loved one breathe better, together.**

Teens don't always like to take breaks. But when they have asthma, sometimes they have to. Encourage your teen to tell their coaches and teammates about their asthma so they can urge them to take it easy, when they need to. Your teen deserves to be around people who understand their condition, and who will be there for them, no matter what.

Help your teen #BreatheBetterTogether, with a strong social support system.

# Social Motivations

Breathe Better, Together.

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## Share Your Story.

You text your friends 100 times a day. But have you ever texted them about your asthma? Share your asthma story with friends so you can feel supported. Your friends are your world. It's time to share your world with them.

#BreatheBetterTogether with your best friends.

### Share the Real You.

You have great friends. You can't imagine life without them. So why not share your asthma with them? When you share your condition, you'll feel more supported, and better understood. Your friends are your world. It's time to share your world with him.

#BreatheBetterTogether with your friendship circle.

### Help Them Feel Understood.

Strong relationships are about honesty, openness, and being there for one another, no matter what. Encourage your teen to share their asthma with friends, so they can feel supported. Your teen deserves a strong support system. Help them connect with people who care.

Help your teen #BreatheBetterTogether with a strong support system.



Know Your Zone

# Know Your Zone

## Concept Description

Living the life you want with asthma means understanding your body and your triggers. By finding your balance during physical activities, you can stay in the sweet spot and live a healthy, happy life, free of unnecessary hospital visits.

Relatable Narratives

Know Your Zone

### When asthma attacks during the game...

The ball flies over my head and I turn to sprint after it. All of a sudden my lungs tighten. It's happening again. An asthma attack! I start wheezing in the middle of the game. I get angry. I can't stop now! I have to help my team win. But I'm fighting for air. And can barely stand. I'll probably have to go to the hospital. I pushed myself too hard. Again.

Know your physical fitness zone. So you can stay out of the hospital.



### Meet Theo.

Theo went to basketball practice and pushed himself beyond his limits. He had an asthma attack and was rushed to the hospital. He missed the Ravens vs. Packers game and didn't get his math homework in on time. Theo is tired of asthma getting in the way of life.

Know your physical fitness zone so you do not have to go to the hospital like Theo.

## I only have one freshman year...

And I won't let asthma get in the way of it. I want to spend my first year in high school playing sports, hanging out with friends, and going to school dances. But every time I take on too many activities, I have an asthma attack. I need to know my zone so I can stay healthy—and make my freshman year truly count.

Know your zone so you can have your best year yet.



## Meet Aubrey.

Aubrey is on the varsity women's soccer team and she has asthma. When she pushed herself too hard in a game, she had an asthma attack and went to the hospital. She missed her ACT prep class and could not go to her best friend's birthday. This caused her a great deal of stress.

Respect your physical boundaries so you don't have to go to the hospital.

Know your zone.

### Worried about Tyler...

I love watching my son Tyler on the court. But it's hard to watch him struggle with his asthma. Tyler was wheezing at his game last week and refused to take a break. After halftime, he had an asthma attack and had to be rushed to the emergency room. Tyler needs to understand that taking breaks won't stop him from playing his best. He needs to stay healthy so he can get back out there and help his team win.

Help him listen to his body and know his physical fitness zone.



Tips & Tricks

Know Your Zone

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Major  Alert.

**Know your zone so you can manage your asthma during physical activity.**

**Follow these three steps:**

- 1. Check your breathing.**
- 2. Ask yourself:** what zone am I in?
  - **Green** = No coughing or wheezing
  - **Yellow** = Wheezing and/or chest tightness
  - **Red** = Extreme difficulty breathing.
- 3. Take a break** when you are in the **yellow** or **red** zone.

## Control Your Asthma Like a Boss.

### Know your zone with these three simple steps.

- 1. Check your health.** Have you been pushing yourself too hard? Is it difficult for you to take a deep breath?
- 2. Determine your zone.** What zone are you in?
  - **Green** = No coughing or wheezing
  - **Yellow** = Wheezing and/or chest tightness
  - **Red** = Extreme difficulty breathing.
- 3. Take a break.** When you are in the **yellow** or **red** zone, take a rest so you don't have an attack.

Help your teenager(s) stay healthy, happy, and hospital-free.

Follow these three simple tricks to help your teen **know their zone** and manage their asthma.

- **Encourage your teen to form healthy fitness habits** and take rests when they over-exert themselves to avoid asthma attacks.
- **Reach out to your teen's PE teacher and/or coaches** to talk to them about your teen's asthma. Help them understand the condition, and ask them to make sure your teen takes breaks.
- **Emphasize finding an equilibrium so your teen can** stay active, without pushing themselves too hard.

Finding Balance

Know Your Zone

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### Find Your Fitness Balance and Control Your Asthma.

It's game day. And you want to bring your A game. But to be your #BestSelf, you need to find your balance. Outsmart your asthma by taking a break and sitting out a play—or two. Set your own rules, so you can get back out there and stay healthy. It's on you to take care of you. Find your balance and stay in control.

Know your zone by finding a physical fitness balance.

## **Know Your Zone. So You Can Stay Healthy.**

Asthma doesn't mean weak. It doesn't mean powerless. Instead, it can make you stronger. More determined. And ready to win. But no matter who you are, or what you can do, you still need to keep your health in check. Know when to take breaks and sit out a play—or two. Learn your boundaries, so you can be in control.

Know your zone by finding a physical fitness balance.

### Help your loved one find 'The Zone'.

Teenagers don't like limits. They like to push past them. It's time to talk to your teen and their coach about taking breaks so they can stay healthy and avoid asthma attacks. Finding their balance doesn't mean they won't earn that title, or win that scholarship or become team captain. It just means they'll better understand their condition and how to manage it during physical activity. Help your teen keep their asthma in check and find 'The Zone.'

Encourage them to know their zone and find their balance.



# Social Motivations

## Know Your Zone

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## Keep your teammates in the know.

Your team is a close group, on and off the court. Tell them about your asthma so they can support you. Help them understand the signs of an asthma attack during practice or a game, so they can have your back. Explain that your asthma might force you to sit out a play—or two. Find your balance so you can stay healthy, and stay in the zone.

Stay in the zone, with a winning team.

### Your teammates can help you stay in the zone.

Your team is a close group, on and off the court. Discuss your asthma with them. Help them understand the signs of an asthma attack so they have your back. Keep them updated on your breathing levels. If your asthma gets worse and forces you to sit out a play, let them know why you're taking a break. Find your balance so you can stay healthy, avoid the hospital, and contribute to the team.

Stay in the zone, with a team that cares.

### Help your active teen stay healthy and control their asthma.

Your teen wants to play sports, hang out with friends, and enjoy life. Help them find their physical fitness zone and thrive. Encourage them to explain their asthma condition to their friends, teammates, and coaches so they can benefit from a strong social support system. Let them know it's okay to sit out a play—or two. Their coaches and teammates will understand.

Help your teen be healthy, avoid the hospital, and stay in the zone.

# **Appendix**

## Message Strategy #1

# Relatable Narratives

### Rationale:

Based on our research, negative consequences of asthma mismanagement is a key facilitator in effective asthma self-management. By communicating these consequences through relatable narratives, we can encourage our audiences to think about self-management with a preventative and proactive mindset.

### Content Executions:

Messages are conveyed through first person and third person target audience narratives, which help create an emotional connection with our target audiences.

## Message Strategy #2

# Tips & Tricks

### Rationale:

Based on the focus group findings, forgetfulness was identified as a common self-management barrier, whereas self-management routines, such as regular inhaler use, and understanding and recognizing limits, were identified as key facilitators. Our messaging should leverage these findings and encourage healthy behaviors, habits, and routines in our primary audience.

### Content Executions:

Messages should provide actionable tips and tricks that help teens form healthy behaviors, habits, and routines, while using language that is relevant to the target audience.

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### Message Strategy #3

# Finding Balance

## Rationale:

Understanding the limits of physical activity was identified as a key facilitator for asthma management. Messaging should promote the idea that knowing one's limits helps teens stay healthy, enjoy more quality time with friends, and stay on top of schoolwork.

## Content Executions:

Messages are designed to urge the target audience to learn and respect their physical limits. The narratives should help teens understand that respecting their physical limits will help them stay healthy and strong.



## Message Strategy #4

# Social Motivations

### Rationale:

Support from others was identified as a key facilitator to teens' asthma self-management. Support from family and friends help facilitate self-efficacy in teens with asthma. Caregivers reasoned that youth feel embarrassed about using their inhaler (especially in front of others), so by establishing a social support system of peers, our primary audience may feel more comfortable using their inhaler, complying with their asthma treatment plan, and independently managing their asthma.

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### Content Executions:

Content is designed to motivate asthmatic youth to share information about their condition with their friends and teacher's, using inspirational and relatable language.