

Clearing the Air: An Asthma Toolkit for Healthy Schools Promotion Kit

Improving the air quality inside and outside of school buildings can improve students' health and readiness to learn. The [Massachusetts Asthma Action Partnership](#), in partnership with the [Massachusetts Department of Public Health's Asthma Prevention and Control Program](#), and [Health Resources in Action](#), have developed a new resource, [Clearing the Air: An Asthma Toolkit for Healthy Schools](#) to help schools create an asthma-friendly learning and working environment.

This toolkit contains sample policy language, best practices, and curated resources and tools. Nine policy and practice areas have been identified as target areas to help improve air quality:

- School-wide environmental health and safety management
- Green cleaning and environmental purchasing programs
- Integrated pest management
- Leaks and moisture
- Clutter
- Outdoor air pollution
- Fragrance
- Tobacco
- Clinical asthma management in the school setting

SOCIAL MEDIA OPPORTUNITIES

Help share the toolkit on your social media channels! Use the sample social media posts below or share in your own voice, and use the hashtag **#ClearTheAir**.

New resource from @MA_Asthma and @HRiAction! Clearing the Air: An Asthma Toolkit for Healthy Schools is your one-stop-shop for guidance and practical strategies on how to manage environmental asthma triggers. #ClearTheAir <https://www.maasthma.org/schooltoolkit>

Want to create an asthma-friendly school, but not sure where to begin? Check out Clearing the Air: An Asthma Toolkit for Healthy Schools from @MA_Asthma <https://www.maasthma.org/schooltoolkit>

How can school administrators, teachers, facilities staff, parents, and students help improve the air quality in and around the school? Learn more: <https://www.maasthma.org/schooltoolkit> @MA_Asthma @HRiAction

#ClearTheAir for healthy students and staff. Explore strategies and resources here: <https://www.maasthma.org/schooltoolkit> @MA_Asthma @HRiAction

On Twitter? Follow us, retweet us, and tag us [@MA_Asthma](#) and [@HRiAction](#)!

GRAPHICS

Consider using the following images with your communication – click on each image to download:



NEWSLETTERS, E-MAILS, AND BLOGS

We also encourage you to **promote via your newsletters, e-mails, and blogs** if appropriate. Below are sample blurbs for easy inclusion. Again, feel free to shorten or tweak as needed. Consider adding a personal or local story in your message. Think about why an asthma-friendly school environment is important to you, or share a success story.

Short-length Copy

In any given classroom, at least two or three students are likely to have asthma. Clearing the Air: An Asthma Toolkit for Healthy Schools is a new toolkit containing sample policy language, best practices, and curated resources & tools to help schools create an asthma-friendly environment. This is a project of the MA Asthma Action Partnership, Health Resources in Action, and the MA DPH's Asthma Prevention and Control Program.

[Learn more here!](#)

Medium-length Copy

In any given classroom, at least two or three students are likely to have asthma. Children experiencing asthma symptoms often stay home from school or struggle to participate. Clearing the Air: An Asthma Toolkit for Healthy Schools is a new toolkit containing sample policy language, best practices, and curated resources & tools to help schools create an asthma-friendly learning and working environment. Together we can take action to prioritize clean air and make school a healthy place for staff and students to work, learn, and play! This toolkit is a project of the MA Asthma Action Partnership, Health Resources in Action, and the MA DPH's Asthma Prevention and Control Program. [Learn more here!](#)

Note: A longer article about the toolkit can be found [here](#).