# Chronic cough promotional pack

## Newsletter content

**For health professionals**

Chronic cough is often a sign of an underlying disease and is one of the most common symptoms for seeking medical care, in both children and adults.

Assessment of chronic cough should be undertaken differently for children and adults requiring a focused history of the chronic cough to elicit any ‘red flag’ cough pointers that may indicate an underlying disease. When addressing chronic wet cough in Aboriginal and Torres Strait Islander children, it is important that health professionals engage in culturally secure ways.

To support clinical best practice, Lung Foundation Australia has developed clinical guidance tools in the diagnosis and assessment of chronic cough in children and adults. The clinical algorithms have been designed to provide clear, step-by-step evidence-based recommendations in assessing and managing patients presenting with chronic cough.

To find out more and to access chronic cough resources for you and your patients, including a culturally safe resource for Aboriginal and Torres Strait Islander parents, visit: <https://lungfoundation.com.au/lung-health/lung-disease/chronic-cough/>

## Social media posts

**For health professionals**

**Facebook/LinkedIn**

* Chronic cough is often a sign of an underlying disease and is one of the most common symptoms for seeking medical care, in both children and adults. To support clinical best practice, @LungFoundationAustralia has developed clinical guidance tools in the diagnosis and assessment of chronic cough in children and adults. View the resources here: <https://lungfoundation.com.au/lung-health/lung-disease/chronic-cough/>
* Chronic wet cough is particularly prevalent in Aboriginal and Torres Strait Islander children but is often normalised by both families and health professionals. Providing culturally secure care is key to improving respiratory health outcomes of Aboriginal and Torres Strait Islander children. Access @LungFoundationAustralia culturally safe resource for Aboriginal and Torres Strait Islander parents here: <https://lungfoundation.com.au/resources/chronic-wet-cough-in-aboriginal-and-torres-strait-islander-children/>

**Twitter/X**

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* Chronic wet cough is particularly prevalent in Aboriginal and Torres Strait Islander children. Providing culturally secure care is key to improving outcomes. Access @Lungfoundation culturally safe resource for Aboriginal and Torres Strait Islander parents: <https://lungfoundation.com.au/resources/chronic-wet-cough-in-aboriginal-and-torres-strait-islander-children/>

**For general community**

**Facebook/LinkedIn**

* Coughing is a way for the body to protect the lungs from mucus, germs, and particles such as dust. However, coughing can be a problem when it doesn’t stop. It’s important to know if a cough is trying to tell you something. To learn more about chronic cough and when to see a GP, visit @LungFoundationAustralia website: <https://lungfoundation.com.au/lung-health/lung-disease/chronic-cough/>
* A cough is one of the most common symptoms children experience. There can be many reasons why a child develops a cough, and it can be difficult to know the cause and when to visit a doctor. @LungFoundationAustalia chronic cough in children fact sheet provides information on what a chronic cough is, its causes, when to see a GP and management strategies. Understand your child’s cough today, visit: <https://lungfoundation.com.au/resources/chronic-cough-in-children/>
* Does little one got a cough that doesn't go away? Know the signs and when to take them to the clinic to get their lungs checked out. Learn more in @LungFoundationAustralia fact sheet via: <https://lungfoundation.com.au/resources/chronic-wet-cough-in-aboriginal-and-torres-strait-islander-children/>

**Twitter/X**

* Coughing is a way for the body to protect the lungs from mucus, germs & particles such as dust. But coughing can be a problem when it doesn’t stop. Is your cough trying to tell you something? Access @Lungfoundation resources to learn more: <https://lungfoundation.com.au/lung-health/lung-disease/chronic-cough/>
* There can be many reasons why a child develops a cough & it can be difficult to know the cause and when to see a GP. @Lungfoundation chronic cough fact sheet provides information on what a chronic cough is, when to see a GP & management strategies. Visit: <https://lungfoundation.com.au/resources/chronic-cough-in-children/>
* Does little one got a cough that doesn't go away? Know the signs and when to take them to the clinic to get their lungs checked out. Learn more in @Lungfoundation fact sheet via: <https://lungfoundation.com.au/resources/chronic-wet-cough-in-aboriginal-and-torres-strait-islander-children/>

**Email body:**

Hi xx

I hope you are well.

I'm excited to share Lung Foundation Australia’s Chronic Cough campaign, which aims to raise awareness and support best-practice diagnosis in adults and children experiencing an ongoing cough. As part of the campaign, we will be encouraging the community to access our chronic cough resources and to speak to their GP about their symptoms.

**Culturally safe chronic cough education and resources**   
Lung Foundation Australia offers a free accredited eLearning training for health professionals in addressing chronic wet cough in First Nations children. The training focuses on First Nations paediatric lung health and the skills required to effectively engage with First Nations families. [Click here](https://lungfoundation.com.au/health-professionals/training-and-events/training/chronic-cough/?utm_source=Tonic+Health+Media+GP+EDM&utm_medium=First+Nations+training&utm_campaign=Chronic+cough+2024) to find out more and enrol.

If it aligns with your interests, we would greatly appreciate your support in amplifying the campaign and eLearning across your communication channels and networks. To help, we’ve developed a promotional pack, complete with suggested newsletter and social media copy and tiles for you to easily share on your channels. Please follow the link below to access the pack.

[Access pack]

Feel free to reach out if you or your team have any questions or would like to discuss anything further, I’d love to connect! 😊

Kind regards,

Name

Title

Contact details