

2025 Asthma & Allergy Awareness Month Shareable Social Toolkit

Join us in raising awareness for Asthma and Allergy Awareness Month! Together, we can educate, support, and advocate for people affected by asthma and allergies.

The Toolkit: Your Comprehensive Resource

Our toolkit is your go-to resource for spreading awareness about the challenges of asthma and allergies, promoting understanding, and sharing essential resources. You'll find engaging social media content to educate your audience about asthma and allergies, tips for effective engagement on your social media platforms, and additional resources.

How to Use the Toolkit

Here's how you can make the most of our toolkit:

1. **Share Widely:** Copy, download, and share our social media content across your platforms. Spread awareness by reaching your audience where they are. We listed a few of our staff 'favorite' messages first followed by a long list of additional messages to help promote all month long!
2. **Use Hashtags and Tag Us:** Incorporate designated hashtags such as #AsthmaAllergyAwarenessMonth, #AAAM2025, #AsthmaAwareness and #AllergyAwareness into your posts to amplify our collective voice. Please follow and tag us on the designated platform so we can engage with your content!

- Facebook: [@AllergyAsthmaHQ](#)
- X: [@AllergyAsthmaHQ](#)
- LinkedIn: [Allergy & Asthma Network](#)
- Instagram: [@AllergyAsthmaHQ](#)
- Threads: [@AllergyAsthmaHQ](#)
- TikTok: [@AllergyAsthmaHQ](#)
- Pinterest: [@AllergyAsthmaHQ](#)
- BlueSky: [@allergyasthmahq.bsky.social](#)

3. **Customize as Needed:** Tailor our materials to suit your audience's demographics, preferences, and language. Personalize the message to maximize impact.
4. **Collaborate and Engage:** Engage with your community using the best practices outlined in our toolkit. Foster discussions, provide support, and amplify the voices of those affected by asthma and allergies.

5. **Extend Beyond May:** While May is Asthma and Allergy Awareness Month, the need for awareness and support extends throughout the year. Continue to use our toolkit resources beyond May to sustain momentum and drive ongoing advocacy efforts.

Our Asthma and Allergy Awareness Month Social Media Toolkit equips you with everything you need to make a difference. Together, let's raise awareness, support those affected, and work towards a healthier, more inclusive future for all.

Downloadable Resources:

- **Social Media Graphics:** Engaging visuals to share across platforms.
- **Light-hearted Memes:** Fun and shareable content to engage your audience.

Asthma & Allergy Network Toolkit Favorites!

- May is Asthma & Allergy Awareness Month! ❤️ Did you know over 80 million Americans live with asthma and allergies? Help us spread awareness and advocate for better care and access. AllergyAsthmaNetwork.org
-  No more misconceptions! Asthma is manageable with the right treatment. Let's debunk the myths and spread awareness. All things #asthma: <https://allergyasthmanetwork.org/what-is-asthma/>
-  It's Food Allergy Awareness Week (#FAAW)! Did you know that 1 in 13 school aged children in the U.S. live with #FoodAllergies? <https://allergyasthmanetwork.org/allergies/food-allergies/>
- Myth: "You can outgrow asthma."
Truth: While symptoms may improve, asthma never truly goes away. Stay on top of your care plan! ✅ More myths busted: <https://allergyasthmanetwork.org/what-is-asthma/>
- Myth: "Allergies aren't serious."
Truth: Food, drug, and insect allergies can be life-threatening. Awareness saves lives. 🚑
More myths busted: <https://allergyasthmanetwork.org/allergies/>
- Language should never be a barrier to care. That's why Allergy & Asthma Network offer's asthma and allergy resources in Spanish and other languages. 🗣️❤️ <https://redalergiayasma.org/> #HealthLiteracy #AsthmaEquity

General Social Media

- 🌸 May is Asthma and Allergy Awareness Month! Join me and @AllergyAsthma HQ as we spread awareness, share important resources, and empower those living with asthma and allergies. Together, we can make a difference! 💪 AllergyAsthmaNetwork.org #Asthma #Allergy

- 🫁 Did you know that millions of people are affected by asthma and allergies every day? This May, let's unite for Asthma and Allergy Awareness Month. Join me and @AllergyAsthma HQ as we raise our voices and provide vital information for better health! ❤️ AllergyAsthmaNetwork.org #Asthma #Allergy #AAAM
- 💚 It's Asthma and Allergy Awareness Month! I'm teaming up with @AllergyAsthma HQ to raise awareness and support those affected by asthma and allergies. Join us in spreading knowledge and promoting healthier lives for everyone! 🌱 AllergyAsthmaNetwork.org #Asthma #Allergy #AsthmaAwarenessMonth
- 📣 May is the perfect time to learn more about asthma and allergies! Join me and @AllergyAsthma HQ this Awareness Month to raise awareness, share stories, and empower those managing asthma and allergies. AllergyAsthmaNetwork.org #Asthma #Allergy
- 🌟 This May, we're celebrating Asthma and Allergy Awareness Month! Join me and @AllergyAsthma HQ as we advocate for better care and understanding for those living with asthma and allergies. Let's make every breath count! 🌬️ AllergyAsthmaNetwork.org #Asthma #Allergy

Weekly Themes and Social Media Content

Week 1 (May 1 - 4): The Basics

Kick off Asthma and Allergy Awareness Month with quick facts about asthma and allergies. Empower yourself with knowledge and support others in their journey.

Key Message: *Let's start the month by raising awareness! Learn the basics and share essential facts about asthma and allergies.*

- Did you know? One in 13 people in the U.S. live with #asthma, affecting over 28.2 million individuals. Spread awareness this #AsthmaAwarenessMonth to support those managing asthma. Learn all things #asthma: AllergyAsthmaNetwork.org
- 🌼 Allergy Awareness Month reminds us that millions worldwide experience #allergies, from seasonal sniffles to severe reactions. Let's educate and support each other! Share facts, not sniffles! AllergyAsthmaNetwork.org #AllergyAwarenessMonth
- ⚠️ Severe Asthma affects 5-10% of people with asthma. Learn how severe asthma is diagnosed, treated, and what happens if asthma is uncontrolled for an extended time: <https://allergyasthmanetwork.org/what-is-asthma/what-is-severe-asthma/>

- #Asthma causes 10 deaths per day. Start seeking support and help for your asthma management: <https://allergyasthmanetwork.org/what-is-asthma/>
- 🌟 Shine a light on asthma and allergy awareness! Help educate others about this common yet misunderstood condition. Together, we can ensure everyone has the knowledge and resources they need to breathe easy. AllergyAsthmaNetwork.org
- May is Asthma & Allergy Awareness Month! 💙 Did you know over 80 million Americans live with asthma and allergies? Help us spread awareness and advocate for better care and access. AllergyAsthmaNetwork.org
- Allergies and asthma are more than sneezing and wheezing. They're chronic conditions that affect every part of life. Let's raise awareness this May and beyond. AllergyAsthmaNetwork.org

Week 2 (May 5 - 11): Knowledge is Power!

For Asthma and Allergy Awareness Month, "Knowledge is Power" emphasizes the importance of education and understanding in effectively managing these conditions and promoting overall well-being.

Key Message: Knowledge is a key factor in effectively managing asthma and allergies. Allergy & Asthma Network has numerous free tools and resources to help guide you through all things asthma and allergies.

- 🤔 Did you know? Allergies can develop at any age! You might not have been allergic to something yesterday but today could be a different story. Stay informed and support each other this #AsthmaAndAllergyAwarenessMonth! Learn more at AllergyAsthmaNetwork.org
- ❌ No more misconceptions! Asthma is manageable with the right treatment. Let's debunk the myths and spread awareness. All things #asthma: <https://allergyasthmanetwork.org/what-is-asthma/>
- 📝 What's in your Asthma Action Plan? 📄 Knowing your triggers, medications, and what to do in an emergency can save lives. Need help making a plan? We've got you, download a free one today ➡️ <https://allergyasthmanetwork.org/what-is-asthma/asthma-action-plan/>
- 🗣️ Inhalers only work if they're used correctly! 🗣️ Watch our short video on how to use your inhaler the right way: <https://allergyasthmanetwork.org/what-is-asthma/how-to-use-asthma-inhalers/>

- Itchy mouth or swollen lips after eating fruits or vegetables? It could be due to oral allergy syndrome (OAS). As many as 1 out of every 3 people with seasonal allergies may experience OAS: <https://allergyasthmanetwork.org/health-a-z/oral-allergy-syndrome/>

Week 3 (May 12 - 18): Food Allergy Awareness Week

Highlighting education, advocacy, and safety for those with food allergies.

Key Message: *Be prepared! Minimize exposure and act fast with epinephrine in case of anaphylaxis.*

-  Think food allergies are rare? Think again! Millions of people live with them every day. Let's raise awareness during #FAAW and make our communities safer and more inclusive for everyone.  <https://allergyasthmanetwork.org/food-allergies/>
- It's Food Allergy Awareness Week (#FAAW)! Did you know that 1 in 13 school aged children in the U.S. live with #FoodAllergies?  <https://allergyasthmanetwork.org/allergies/food-allergies/>
- I am one of the 20 million people living with #FoodAllergies! But it won't stop me from enjoying delicious meals, thanks to careful planning and communication about my allergies. Let's continue to raise awareness and support for those with food allergies. <https://allergyasthmanetwork.org/allergies/food-allergies/>
- #DYK 15-30% of all anaphylaxis patients will experience a second allergic reaction? It's why you need to carry two doses of epinephrine with you if you are at risk for anaphylaxis. Check out our "Anaphylaxis at a Glance" poster. <https://store.allergyasthmanetwork.org/digital-downloads/anaphylaxis-at-a-glance-digital-download>
- There is no way you can know how severe your next food allergy reaction is going to be. Remember: always make sure you are prepared, prevent exposure as much as possible, and "epi first, epi fast" if you experience anaphylaxis.
-  "Stay Prepared, Prevent the Risk, Act with Confidence!" <https://allergyasthmanetwork.org/allergies/food-allergies/> #FAAW
-  Did you know there are now more ways to access epinephrine for anaphylaxis? From auto-injectors to nasal sprays and upcoming sublingual films, options are expanding to fit your needs.    Learn more about each treatment option here: <https://allergyasthmanetwork.org/news/ways-to-take-epinephrine/> #FAAW

- 📌 If you're having trouble affording epinephrine, check out our "What If I Can't Afford Epinephrine?" page. Everyone deserves access to life-saving treatment!
<https://allergyasthmanetwork.org/anaphylaxis/what-if-i-cant-afford-my-epinephrine/>
#FoodAllergyAwareness #Anaphylaxis #Epinephrine #FAAW

Week 4 (May 19 - 25): Healthy Living with Asthma and Allergies

Living well with asthma and allergies is possible with the right management strategies.

Key Message: *Breathe easy! Learn how to manage asthma and allergies effectively.*

- 💊 Medication is just one part of asthma management! Identify triggers, maintain a healthy lifestyle, and build a support system. More tips:
<https://allergyasthmanetwork.org/what-is-asthma/asthma-management-and-control/>
- 🏠 Indoor allergens matter! Dust mites, pet dander, and mold can impact air quality. Learn some tips and tricks to improve your indoor environment this awareness month:
<https://allergyasthmanetwork.org/how-to-improve-indoor-air-quality/>
- 🚴 Stay active with asthma! Proper management and an action plan allow you to enjoy physical activity without fear. Get learning and get moving this asthma awareness month!
<https://allergyasthmanetwork.org/what-is-asthma/asthma-exercise/>
- 🧘 Stress can trigger asthma symptoms, but relaxation techniques like deep breathing, meditation, and yoga can help alleviate tension and improve overall well-being. Let's prioritize self-care and stress management this Asthma Awareness Month.
<https://allergyasthmanetwork.org/what-is-asthma/lifestyle-changes-to-manage-asthma/>
- 💊 Allergies acting up? Remember, over-the-counter meds aren't the only solution. From allergen avoidance to immunotherapy, there are plenty of options out there. Let's explore them together this #AllergyAwarenessMonth and find what works best for each of us!
<https://allergyasthmanetwork.org/allergies/how-are-allergies-treated/>
- 🏠 Asthma is manageable, but it requires a team effort! From healthcare providers to family members and friends, a strong support network is essential for effective asthma management. Let's surround ourselves with a supportive community this Asthma Awareness Month and beyond. <https://allergyasthmanetwork.org/what-is-asthma/how-is-asthma-treated/>

- Myth: “You can outgrow asthma.”
Truth: While symptoms may improve, asthma never truly goes away. Stay on top of your care plan!  More myths busted: <https://allergyasthmanetwork.org/what-is-asthma/>
- Myth: “Allergies aren’t serious.”
Truth: Food, drug, and insect allergies can be life-threatening. Awareness saves lives. 
More myths busted: <https://allergyasthmanetwork.org/allergies/>

Week 5 (May 26 - 31): Advocacy and Support: Empowering Communities

This week we signify the importance of a collective effort to raise awareness, advocate for better resources and support, and empower individuals and communities to effectively manage asthma and allergies. This will foster healthier and more inclusive environments for all. We highlight different federal campaigns that need support.

Key Message: Unite, Advocate, Support: Every voice counts!

-  Cleaner air means healthier lungs! Advocate for air quality improvements to support asthma management. Join the movement and help create change this awareness month: <https://allergyasthmanetwork.org/news/climate-change-what-you-can/>
-  Your voice matters! Support federal campaigns advocating for better asthma and allergy policies! Take action this Asthma & Allergy Awareness Month! Advocate for clean air, access to medication, and equitable care. Together, we can make a difference.  [Advocacy.AllergyAsthmaNetwork.org](https://advocacy.allergyasthmanetwork.org)
-  Your voice matters. Click to send your lawmakers an email asking them to support policies that improve asthma and allergy care in your community. It only takes 30 seconds to make a difference! <https://advocacy.allergyasthmanetwork.org/take-action/federal-bills/>
- Black Americans are *three times* more likely to die from asthma than white Americans. Asthma is a health equity issue. We are working towards health equity with our Black People Like Me virtual conference series – learn about asthma, eczema, COPD, allergies, and more in the Black Community at [BlackPeopleLikeMe.com](https://blackpeoplelike.me). #AsthmaDisparities #HealthEquity #BlackHealthMatters

- Language should never be a barrier to care. That's why Allergy & Asthma Network offer's asthma and allergy resources in Spanish and other languages. 🗣️❤️
<https://redalergiayasma.org/> #HealthLiteracy #AsthmaEquity

Together let's raise awareness, support those affected, and advocate for a healthier, more inclusive future. Download the toolkit and join the movement!

Tag Us!

Facebook: [@AllergyAsthmaHQ](#)

X: [@AllergyAsthmaHQ](#)

LinkedIn: [Allergy & Asthma Network](#)

Instagram: [@AllergyAsthmaHQ](#)

Threads: [@AllergyAsthmaHQ](#)

TikTok: [@AllergyAsthmaHQ](#)

Pinterest: [@AllergyAsthmaHQ](#)

BlueSky: [@allergyasthmahq.bsky.social](#)

Hashtags to use:

Use the following hashtags to tie all Asthma and Allergy Awareness Month–related content together. Using these hashtags will serve as a unifying thread for social media content related to Asthma and Allergy Awareness Month, making it easy for people to find and follow the conversations:

#AsthmaandAllergyAwarenessMonth, #AAAM, #AAAM2024, #AsthmaAwareness,
#AllergyAwareness, #AsthmaEducation, #FoodAllergyAwarenessWeek, #FAAW, #AsthmaLife

Important Dates with Additional Resources to Remember in May 2025:

May 5 - 9, 2025: Air Quality Awareness Week

<https://www.epa.gov/air-quality/air-quality-awareness-week>

May 6, 2025: World Asthma Day

May 11- 17, 2025: Food Allergy Awareness Week

<https://www.foodallergy.org/our-initiatives/awareness-campaigns/food-allergy-awareness-week>

<https://www.foodallergyawareness.org/education/food-allergy-awareness-initiatives/food-allergy-awareness-initiatives/>

May 22, 2025: World EoE Day

<https://apfed.org/apfed-joins-efforts-to-establish-world-eoe-day-may-22/>

May 20, 2025: Clinical Trial Awareness Day

<https://allergyasthmanetwork.org/research/>

May 31, 2025: World No Tobacco Day

<https://allergyasthmanetwork.org/what-is-asthma/vaping-smoking-with-asthma/>

May 2025: Asian Pacific American Heritage Month

<https://www.lung.org/about-us/diversity-inclusion/asian-pacific-heritage-lung-health>

<https://minorityhealth.hhs.gov/asthma-and-native-hawaiianspacific-islanders>

<https://minorityhealth.hhs.gov/asthma-and-asian-americans>

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