**THUNDERSTORM ASTHMA – SOCIAL MEDIA POST CONTENT**

Below is approved social media post content that can be translated to share with your community via your social media pages.

**Social post 1**

**BE PREPARED FOR THUNDERSTORM ASTHMA SEASON**

It is important to be thunderstorm asthma aware and prepared for the upcoming thunderstorm season, it could save your life or your loved one.

According to the Department of Health and Human Services, there is a greater risk of an Epidemic Thunderstorm Asthma event occurring this year due to a wet spring, encouraging grass growth. This is caused by the La’Nina effect, which usually means above-average winter-spring rainfall for Australia.

To ensure all members of the community are best prepared this thunderstorm season, Asthma Australia has information to help if an Epidemic Thunderstorm Asthma warning is issued. Click [here](https://asthma.org.au/thunderstorm-asthma-be-prepared/) to view additional thunderstorm asthma resources and information in multiple languages.

**Social post 2**

Everyone vulnerable to hay fever (one in five) or asthma (one in nine) living in south-east Australia particularly Victoria and South Western NSW, are now at risk of thunderstorm asthma.

Are you prepared? Thunderstorm asthma can come on very quickly.

Read more about thunderstorm asthma [here](https://asthma.org.au/thunderstorm-asthma-be-prepared/)

**Social post 3**

**UNDERSTAND YOUR TRIGGERS**

One in nine Australians have asthma and every person’s asthma has different triggers. It’s important people know and understand their triggers to stay safe in extreme weather.

Thunderstorm asthma doesn't happen every year but when it does, the highest risk is from October to the end of December, when rye grass pollen is around and during storms in the warmer months.

We want you to be prepared this thunderstorm season in the event of an Epidemic Thunderstorm Asthma warning.

Start learning more [here](https://asthma.org.au/thunderstorm-asthma-be-prepared/)

**Social post 4**

**WHAT IS THUNDERSTORM ASTHMA?**

Have you been hearing the term ‘thunderstorm asthma’ being used a lot lately? Maybe even your local doctor has been talking to you about it? If so, that’s great! We need people aware and talking about it.

The term thunderstorm asthma became commonly known back in 2016, when a dangerous weather event caused 10 deaths and thousands of people to present to hospitals and call ambulances with breathing difficulties across Melbourne.

Thunderstorm asthma can occur when rye grass pollen is abundant. Pollen is collected up into thunderstorms, bursts into tiny particles and breathed deep into our lungs. This can occur during some storms in the warmer months.

Thunderstorm asthma puts people with asthma and hay fever (allergic rhinitis) at risk. [Click here](https://asthma.org.au/thunderstorm-asthma-be-prepared/) for what else you need to know

**Social post 5**

**THUNDERSTORM ASTHMA TIPS**

We’ve already had quite a few high pollen days and some extreme weather for this season, which brings with it, the risk of thunderstorm asthma.

The 2016 extreme weather event saw people even without asthma, who usually only experience mild symptoms of hay fever, present to hospital with breathing difficulties, so we urge you to be ‘Thunderstorm Asthma’ prepared.

To help, we’ve put together a few ways you can get ready for this thunderstorm season, click [here](https://asthma.org.au/thunderstorm-asthma-be-prepared/) to learn more.

**Social post 6**

People from Indian, Sri Lankan and South East Asian ethnicities with hay fever and/or asthma, and people with diagnosed asthma and hay fever are at highest risk of thunderstorm asthma. These ethnicities accounted for six out of the ten deaths and 40% of the 3,365 people who presented to hospitals with respiratory-related presentations in 2016.

To help with awareness of thunderstorm asthma, Asthma Australia have created a range of multilanguage resources, you can access them [here](https://asthma.org.au/thunderstorm-asthma-be-prepared/), and be sure to share them in your local communities.

**Social post 7**

**THUNDERSTORM ASTHMA WARNING**

A thunderstorm asthma warning has been issued for the <insert region> area by <insert organisation name>.

If you have hay fever (blocked or itchy nose, sneezing, itchy, red or watery eyes, dry cough) you may be at risk of thunderstorm asthma.

Thunderstorm asthma can be dangerous and can cause severe difficulty in breathing. Learn more [here](https://asthma.org.au/thunderstorm-asthma-be-prepared/) on what to do in a thunderstorm asthma event.

**Social Post 8**

**THUNDERSTORM ASTHMA – ARE YOU AT RISK?**

Asthma Australia warns that anyone who:

* sneezes
* gets a running or blocked nose
* itchy, red or watery eyes
* has any difficulty breathing or tightness in the chest
* coughs frequently
* experiences wheezy breathing

could have seasonal allergies or asthma, and are at risk of thunderstorm asthma

Speak with your doctor and pharmacist NOW about treating your asthma and allergies this thunderstorm season. [Learn more](https://asthma.org.au/thunderstorm-asthma-be-prepared/) about Thunderstorm asthma