CookChildren's
Center for Community Health

Social media tool kit

Asthma Peak Week 2026

Hello! Asthma Peak Week is the third week of September, when children return to school and the seasons begin to change – a time that can easily trigger symptoms. In fact, September is known for having the highest risk of asthma attacks. We invite you to share the following social media posts on your social platforms in effort to raise awareness.

Please note:
Should you decide to add your organization's logo to any of the tool kit graphics, we have created a space to the right of the Cook Children's Center for Community Health logo for an additional logo. There are a couple of logo standards that accompany the Cook Children's brand. The first is that our logo must be of equal size to the other logo. Secondly, there must be a 'C' width of clear space around our logo at all times. What that means is that if you extract the 'C' from our logo, you should be able to place it around all sides of our logo without touching any text, design elements or other logos. Lastly, the Cook Children's Center for Community Health logo is not to be removed from the graphics or altered in any way.

Should you have any questions about graphic usage and adherence to Cook Children's system guidelines, please contact Christine Gores at Christine.gores@cookchildrens.org.

Social post - A

English	Español
Asthma is a chronic disease that causes lung inflammation. It narrows the airways and makes it harder to breathe. If your child has been diagnosed with asthma:	El asma es una enfermedad crónica que causa inflamación en los pulmones. Esto hace que las vías respiratorias se estrechen y dificulta la respiración. Si a su hijo o hija le han diagnosticado asma:
• Work with your child's doctor to update their asthma action plan. Share this plan with anyone who takes care of your child. • Check your child's medications for the expiration date. Refill prescriptions if needed. • Know your child's triggers and symptoms.	• Trabaje con el médico de su hijo o hija para actualizar su plan de acción para el asma. Comparta este plan con toda persona que cuide a su hijo o hija. • Revise la fecha de vencimiento de los medicamentos de su hijo o hija. Vuelva a surtir las recetas si es necesario. • Conozca los factores desencadenantes y los síntomas del asma de su hijo o hija.
Learn more at cookchildrenscommunity.org/resources/asthma/	Obtenga más información en cookchildrenscommunity.org/resources/asthma/





Social post – B

English	Español
Asthma triggers are things that cause asthma symptoms. Your child may have one or many triggers. Protect your child from asthma flare-up by:	Los factores desencadenantes del asma son las cosas que provocan los síntomas del asma. Es posible que su hijo o hija tenga uno o varios factores desencadenantes. Proteja a su hijo o hija de una crisis de asma con estas medidas:
• Using a quality air filter on your heating/cooling system and change it monthly. • Taking off your shoes when you enter the house to reduce tracking in pollen. • Closing doors and windows during peak pollen times, between 5-10 a.m. • Washing your hands frequently. • Avoiding sick people.	• Use un filtro de aire de buena calidad en su sistema de calefacción y aire acondicionado, y cámbielo todos los meses. • Quítese los zapatos al entrar a la casa para reducir el polen que se puede traer de afuera. • Cierre las puertas y ventanas durante las horas de mayor concentración de polen, entre las 5:00 a. m. y las 10:00 a. m. • Lávese las manos con frecuencia. • Evite el contacto con personas enfermas.
Get resources and learn more at cookchildrenscommunity.org/resources/asthma/	Obtenga recursos y más información en cookchildrenscommunity.org/resources/asthma/





Social post – C

English	Español
Asthma Peak Week is the third week of September, when asthma flare-ups, emergency room visits and hospitalizations spike to their highest levels of the year. In fact, September is known for having the highest risk of asthma attacks.	La Semana Máxima del Asma (Asthma Peak Week) es la tercera semana de septiembre, cuando las crisis de asma, las visitas a la sala de emergencias y las hospitalizaciones alcanzan los niveles más altos del año. De hecho, septiembre es conocido como el mes de mayor riesgo de ataques de asma.
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