

GA²LEN UCARE Network Launches World Urticaria Day Campaign

Campaign highlights the need to improve quality of life for people with urticaria

Berlin, 14.09.2022 - Today, the GA²LEN Urticaria Centers of Reference and Excellence Network (GA²LEN UCARE Network) has launched its 2022 awareness campaign for World Urticaria Day (UDAY). UDAY takes place on October 1st each year and aims to increase global awareness of urticaria, also known as hives, and empower those affected by it to understand their disease better.

The theme for UDAY 2022 is Better Quality of Life, which has been selected to highlight the impact that urticaria can have on the lives of people who are affected by it. Urticaria affects all aspects of life and flare-ups can cause strain on relationships, negatively impact work and compromise many other parts of a person's life.

This year's campaign aims to raise awareness of urticaria as a common condition and promote better understanding of the challenges facing those affected. This will help to improve quality of life for individuals with urticaria and change the perceptions of those around them for the better. It features a series of videos of people affected by urticaria explaining the impact on their lives, a newly rebranded website (<https://urticariaday.org/>) with valuable educational materials and social media posts to promote the campaign leading up to UDAY.

Prof. Dr. Marcus Maurer, globally recognised urticariologist and Managing Director of the Institute of Allergology IFA at Charité - Universitätsmedizin Berlin explained "Unfortunately, urticaria continues to receive too little public attention and is not well understood by society. This is a condition that has significant impact on the quality of life of those who are affected, both physically and mentally. UDAY is an opportunity to raise awareness of urticaria across the world and progress the understanding of this condition among professionals, media and the general public, with the ultimate goal of helping to improve the lives of patients."

The campaign recommends that members of the public join local UDAY awareness events that are being organized by advocacy groups and GA²LEN UCARE worldwide. Details will be posted in the Events section at <https://urticariaday.org/>.

Dr. Maurer, added "Many partner advocacy organizations and members of our network across Europe are running awareness events for UDAY. We strongly encourage people to find their local events and join one to help support UDAY. And if you are part of the urticaria community and there isn't an event in your area, we urge you to organize your own event to mark UDAY and help raise awareness."

Urticaria is a disease characterized by the sudden development of itchy pale red bumps on the skin. These bumps (or wheals) can present in a variety of shapes and sizes, and are often the result of an allergic reaction or infection. One in four people is affected by urticaria at some point in their lives. In most cases, it heals within a few weeks (acute urticaria), but in about one percent of the world population, the symptoms last longer and the disease becomes chronic. While urticaria can be physically debilitating and hard to treat, it is not just a physical disease and much of the impact on quality of life is related to mental health. It can cause significant distress or embarrassment for those affected and many people feel stigmatized.

UDAY 2022 is organized by the UCARE Network and Urticaria Network e.V. (UNEV), and is kindly supported among others by Novartis Pharmaceuticals.

About the GA²LEN UCARE Network

The GA²LEN Urticaria Centers of Reference and Excellence Network (GA²LEN UCARE Network) is the biggest and most active global consortium of urticariologists and urticaria centers with the common goal to improve the treatment of urticaria. It was established by the Global Allergy and Asthma European Network (GA²LEN), a consortium of leading European research centres specialized in allergic diseases, as part of a programme to support the development, interaction and accreditation of centers of reference and excellence in special areas of allergy. The focus of UCARE is on common diagnostic and treatment guidelines, research, education and training activities for physicians and patients, but also on raising public awareness of urticaria. More information is available at www.ga2len-ucare.com.

[Characters including spaces: 4.390]

Publication free of charge - copy requested (e-mail to info@ga2len-ucare.com)

Press contact:

Rebekka Locke - Rebekka.Locke@ga2len.berlin

GA2LEN UCARE office

Robert-Koch-Platz 7

10115 Berlin, Germany

www.ga2len-ucare.com