

GA²LEN UCARE Network Launches World Urticaria Day Campaign

The campaign highlights the need to have universal access to care for people with urticaria

Berlin, 14 September 2023 – The GA²LEN Urticaria Centers of Reference and Excellence Network (GA²LEN UCARE Network), the biggest and most active global consortium of urticariologists and urticaria centers (www.ga2len-ucare.com) has launched its 2023 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. More information can be found here: <https://urticariaday.org/>.

The theme for UDAY 2023 is **Access to Care**, 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.

Prof. Dr. Marcus Maurer, globally recognized urticariologist and Managing Director of the Institute of Allergology IFA at Charité - Universitätsmedizin Berlin explained "Whilst care for urticaria is improving all the time, the access to the same level of care is not the same everywhere. We want to strive to ensure that availability of information about the condition and affordability of care are improving for everyone, no matter where they are. Local organisations are key to helping patients achieve this."

This year's campaign aims to raise awareness of urticaria as a common condition and promote a better understanding of the challenges facing those affected and emphasises the following key messages:

- **Care** should be universal and accessible for all.
- **Care** should be timely and appropriate.
- **Care** should consider everything including mental health and comorbidities.
- **Care** should be affordable.
- **Care** should include support from your local patient group.

More information on these messages, a social media toolkit to support UDAY, a series of videos featuring people affected by urticaria and further valuable educational materials can be found on the website (<https://urticariaday.org/>). The campaign recommends that members of the public join local UDAY awareness events that are being organized by advocacy groups and GA²LEN UCARE Centers worldwide. Details are posted in the website's events section.

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

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