



urticaria
day

TAKE BACK CONTROL
FROM ITCH TO UNDERSTANDING

© 2026 Urticaria Day Committee

Urticaria Walk Toolkit

Content



3	Introduction	16	Local Law and Disclaimer
4	About the Urticaria Walk	17	Social Media Presence
5	Why take part and organise	19	Printable Assets
6	What will you need	22	UDAY 2026
9	Keep it simple		
10	Route Planning		
11	Registration		
12	Costs and Packages		

Introduction

Urticaria Day (UDAY) is a global initiative aimed at raising awareness about Urticaria across the world, to help improve the lives of patients and to progress understanding amongst professionals, media and the general public.

We would love to see people involved in raising awareness around the whole world, that's why we encourage everyone to take part and create their own events. Walks are very popular, engaging and great way to do so.

This toolkit has been created to help patient organisations, healthcare professionals and community groups organise a Urticaria Walk as part of UDAY 2026. Every walk is an opportunity to raise awareness, encourage conversations, and help turn itch into understanding.



About the Urticaria Walk

The Urticaria Walk is a community event that can bring together individuals, families, and supporters of urticaria patients. It provides a platform for raising awareness about the condition and promoting solidarity among those affected. The walk serves as a symbol of unity and strength as participants join together to show their support and solidarity with the urticaria community.

It is a great opportunity to get together, raise awareness for urticaria and spread more information about the condition. In addition it may also allow you to fundraise to support your or other non-profit organisations committed to supporting patients with urticaria.

Every conversation during a walk helps increase understanding of urticaria. Encourage participants to share their experiences, learn from one another, and help raise awareness in their local community.

Having a joint goal is always a great idea!



Why take part and organise

1. **Raise Awareness:** The Urticaria Walk is an excellent opportunity to increase awareness about urticaria within your community. By participating and organizing the walk, you can educate others about the condition, its impact on patients, and the need for support and understanding.
2. **Support Urticaria Patients:** The walk demonstrates solidarity with urticaria patients and their families. It allows them to see that they are not alone in their journey and that the community stands beside them. The event offers an inclusive and supportive environment for sharing experiences and fostering connections.
3. **Fundraising for Research and Advocacy:** Organizing the Urticaria Walk provides an opportunity to raise funds for research and advocacy initiatives focused on urticaria. The funds generated can support scientific advancements, patient education programs, and efforts to improve access to care.
4. **Build Better Understanding:** Encourage conversations between patients, families, healthcare professionals and the wider public. Every walk helps increase awareness and understanding of urticaria.



What will you need

The following list contains helpful suggestions regarding the steps to organize the walk. However, please keep in mind that these are merely recommendations, and we understand that you may not have the resources or find it challenging to implement them all. Remember that you can always keep it simple and adjust it to your needs. We have also provided additional points in the next slides.

1. **Organizing Committee:** Form a dedicated team to plan and coordinate the event. Assign roles and responsibilities to ensure that everyone can help with planning and contribute to the success of the event.
2. **Event Day Volunteers:** Recruit and coordinate volunteers to assist with event setup, participant registration, crowd management, and general support during the walk. Ask your group members, family, friends, local business to help out!
3. **Event Venue:** Secure a suitable location for the walk, such as a local park, community center, or designated walking path. Consider factors such as accessibility, capacity, and amenities.
4. **Invite Healthcare Professionals:** Consider inviting local allergists, dermatologists, nurses or other healthcare professionals to join your walk or attend the event. Their participation helps strengthen connections with the local community.



What will you need

4. **Permits and Permissions:** Research and obtain any necessary permits or permissions required by local authorities or property owners for hosting the event in the chosen location. Note, you may need insurance.
5. **Promotion and Marketing:** Make sure to let everyone know about the event, use your website, social media, email, newsletters, even your local newspapers, community bulletin boards, and relevant websites to spread the word. Use the design promotional materials and templates provided in this toolkit and adjust them to match your event details. Register your event on the [UDAY website](#) so people can discover it and join your walk.
6. **Fundraising Efforts:** Create a fundraising plan to generate financial support for urticaria-related initiatives such as non-profit organisations or your support group. There are many possibilities such as small fee when registering, or setting up online crowdfunding platforms or asking people to donate during the walk to some socially created tins.



What will you need

7. **Sponsorship:** Don't forget about sponsorship opportunities, local businesses can be willing to contribute even if it's some snack, water, printing materials, or other small bits that can help with making the event special.
8. **Participant Registration:** Set up a registration process for participants to sign up for the walk. You can use your website to set up a simple registration form to collect participant information, or a simple google forms that can be shared on your social media channels as well as via email. Setting up event group on Facebook is also a great idea to spread the word and ask people to register their interest.
9. **Walk Logistics:** Organize essential elements such as route planning, participant safety, first aid provisions, and signage. Consider providing shaded areas if possible and water stations, seating/rest stops and restroom facilities along the route if possible.



Keep it simple

We understand that organizing this type of event may seem overwhelming especially when we know how hard and time consuming running a patient organization can be. It's perfectly fine to keep it simple and focus on organizing just the walk.

Ask your, family, friends, co-workers and other patients and group members to join you. It can be as simple as a stroll through the park as long as you can come together to celebrate and raise awareness for Urticaria. Even five people walking together can make a difference. A successful walk is about bringing people together and starting conversations, not about the size of the event.

You can use one on the widely known applications to monitor the number of steps while you walk (CharitiMiles, Strava, MyFitnessPall, StepsApp, etc.).

Reach out to a local printer and use our assets to create some matching t-shirts, hats, banners that you can use during the walk to make it even more special.

Don't forget to take pictures and post on your social media channels and use #UDAY2026 to let everyone know about the event and how you celebrated.



Example Urticaria Walk

Every Urticaria Walk is different, whether you have 10 participants or 200, your event can be simple, welcoming, and impactful. Here's an example of how a community walk could look.

01

Welcome

10 mins

Brief introduction to UDAY 2026 and this year's theme, Take Back Control.

02

Group Photo

Before Start

Capture a group photo before setting off and share it on social media.

03

Community Walk

45-60 mins

Walk together at a comfortable pace, encouraging conversations and connection.

04

After Walk

Wrap-up

Enjoy refreshments, thank participants, and fill out the interactive survey.

05

Share Impact

Social Media

Post photos with #UDAY2026 and add your event to the website.



Route Planning

1. Start by considering the distance and accessibility of potential routes. Choose a route that is suitable for participants of varying ages and abilities. Ensure it is easily navigable and free from major obstacles or hazards. Walk and test the planned route in advance.
2. Consider parks, waterfronts, or nature trails that provide beautiful views and a serene environment.
3. If the walk will take place on public roads, you need to make sure that it is safe for all participants. Collaborate with local authorities to implement necessary safety measures, such as road closures, traffic diversions, or the presence of traffic personnel.
4. Take into account the availability of amenities on the route like restrooms, water stations etc.
5. Determine the timing and schedule of the event, including the start time and estimated duration.
6. Designate clearly marked start and finish points for the walk. Place clear and visible signage at strategic points along the route to guide participants.
7. Clearly communicate the route to participants before the event. Provide a map or route description in event materials, on the website and/or your social media channels and event group.



Registration

Registration for the event is not mandatory but can be helpful to know how many people will join the event and to give you a better understanding of what to expect.

Online Registration: Set up an online registration platform where participants can easily sign up for the walk. Ensure the registration form collects necessary participant information, including name, contact details, and any additional required fields.

1. Website - Consider using your own website to create a simple registration form if possible. There are many plugins that can be helpful when setting this up for example:
2. Google forms - To make it easier you can also use google forms and create a simple form which link can be shared on your social media, via email, newsletter and other forms of communication.
3. Facebook Event - Set up a Facebook Event that will allow you to invite people, share all the necessary information, answer any questions people may have and monitor the attendance of those who will consider joining the walk.

During registration, consider asking participants whether they agree to appear in photographs or videos shared after the event.



Costs and Packages



Organizing the event will bring some additional costs for your patient organization. Consider setting up even a small registration fee to cover event costs or opt for a donation-based registration model. If a fee is required, determine the amount and communicate it clearly to participants.

Take into account packages that you can offer for example a different package for participants, sponsors and donors. These may include things like an event t-shirt, wristband, water bottles, advertising banners etc. See example packages on the next page. Customize the packages according to the needs and preferences of your event and potential sponsors. Ensure that each package clearly outlines the benefits and recognition provided to maximize sponsorship opportunities and donor engagement.

Maintain open communication with potential sponsors and donors to discuss their specific requirements, customize packages to align with their goals, and ensure a mutually beneficial partnership

Remember that support doesn't always have to be financial. Local businesses may be happy to donate refreshments, printing, event supplies, prizes, or volunteer support, helping you keep costs low while building valuable community partnerships.

Participant Packages

Note these are examples only.

Basic Registration: This package includes the standard registration for the walk, providing participants with the opportunity to join the event, receive an event bib or wristband, and access to any post-walk activities or refreshments.

Premium Package: Offer an upgraded package for participants who wish to contribute more. This package could include additional perks such as a custom event t-shirt, a goody bag with promotional items, exclusive access to VIP areas, or priority check-in.

Team Packages: Encourage group participation by offering team packages. These packages could include discounted registration fees for groups of a certain size or additional benefits like customized team t-shirts, reserved meeting areas, or team-specific signage.



Sponsors Packages

Note these are examples only.

Title Sponsorship: Offer exclusive title sponsorship to one prominent organization or company. This package provides the highest level of visibility and recognition, including prominent logo placement on all event materials, naming rights for the walk, and extensive brand exposure in marketing campaigns.

Presenting Sponsorship: Provide presenting sponsorship opportunities to multiple sponsors. This package grants sponsors prominent visibility through logo placement, mentions in media releases, social media shout-outs, and recognition during the event's opening and closing ceremonies.

Supporting Sponsorship: Offer a package for local businesses or organizations looking to support the cause. This package could include logo placement on event signage, acknowledgement in promotional materials, and recognition in social media posts and newsletters.



Donors Packages

Note these are examples only.

Major Donor Recognition: Create a package exclusively for major donors who contribute a significant amount. Provide special recognition such as prominent logo placement on event banners, dedicated mentions in speeches or press releases, and a VIP experience during the walk.

Matching Donor Package: Design a package specifically for organizations or individuals interested in matching donations raised during the Urticaria Walk. This package offers visibility and appreciation through logo placement, social media mentions, and special recognition as a matching donor.

In-Kind Donor Package: Offer a package for businesses or individuals providing in-kind donations, such as food and beverages, event supplies, or volunteer support. Recognize their contributions through signage, social media posts, and verbal acknowledgements during the event.



Local Law and Disclaimer

Remember to use a waiver form that participants must sign during the registration process. The form should outline any potential risks associated with the event and release the organizers from liability.

Ensure participants read and agree to the terms before submitting their registration and know who to contact during the event in case of an emergency.

Check whether public liability insurance is required in your country or venue.

Please make sure to adjust it to your event taking local law into the account and making sure that participants are well informed.



Social Media Presence



Make sure to actively promote the event on your social media channels. Use Facebook, Instagram, Twitter, LinkedIn and Tiktok to share information and materials about the walk.

Remember to provide clear and consistent messaging across all communication channels. Regularly monitor and respond to questions, comments, and messages received through social media and other channels to ensure effective engagement with participants and supporters.

Use these social media templates and adjust them to with your event details.

Encourage participants and supporters to share their content related to the Urticaria Walk. This can include photos, videos, testimonials, or personal stories. Highlight and share this user-generated content on your official social media channels to create a sense of community and authenticity.

If possible use paid advertising to promote your event even further. This will allow you to target people in your area that are not following your pages.

Social Media Presence

Sharing your event before, during, and after the walk helps raise awareness, encourage participation, and inspire others to get involved.

Before the Walk

- Announce your event and invite participants
- Share why you're taking part in UDAY
- Post event details, registration links, and countdown reminders

During the Walk

- Share photos and short videos
- Capture participant stories and highlights
- Tag partners and supporters where appropriate

After the Walk

- Share a group photo and thank participants, volunteers, and sponsors
- Celebrate the impact by sharing attendance numbers, photos, or fundraising results
- Encourage others to join the global UDAY movement



Social Media Assets

A library of Social Media assets are available for you to use on your channels.
You can download and edit them in Canva, templates can be translated and adapted for your local event.



Edit in Canva



Printable Assets

We have prepared some printable assets that can be adjusted and used by you and participants when organising and attending the walk.

1. T-shirts
2. Posters
3. Start and Finish signs
4. Route signs



Posters and signs

These posters are available to download and edit in **A4 format in Canva**.



Edit in Canva



T-shirts

Resources also include graphics prepared for print on tshirts.



PANTONE 2299 C

PANTONE 2756 C



Download

Event Checklist

On the Day Checklist

Morning

- ☐ Set up registration
- ☐ Put out signs
- ☐ Check route
- ☐ Prepare water

During

- ☐ Welcome participants
- ☐ Group photo
- ☐ Share live updates

After

- ☐ Thank volunteers
- ☐ Collect photos
- ☐ Share highlights



UDAY 2026



In this document we have also included information about UDAY 2026 with all resources and details that may be useful when planning the walk and other activities for your Urticaria Day this year.

Please contact us if you have any questions:

info@ga2len-ucare.com



2026 Main Theme

The theme of Urticaria Day 2026 is:

Take Back Control
From Itch to Understanding



urticaria day
TAKE BACK CONTROL
FROM ITCH TO UNDERSTANDING



Key Messages

On the next slides you will find the full UDAY 2026 key messages, providing more detailed background and context around this year's campaign theme, **Take Back Control – From Itch to Understanding**.

We encourage organisations, healthcare professionals, advocates, and community members to use these messages across awareness activities, events, presentations, social media, patient organisation communications, and local campaign initiatives to help improve understanding of urticaria worldwide.

We have created both full and simplified versions of the UDAY 2026 key messages to support use across different audiences and platforms. The simplified version provides shorter, accessible messaging suitable for social media, community activities, presentations, and campaign promotion.



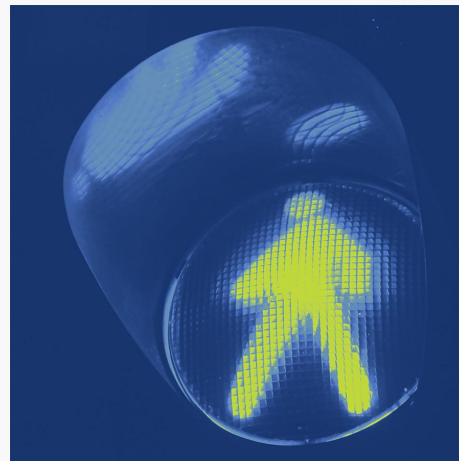
Key Messages - Short

1. Itch Does Not Need to Disrupt Your Life

Chronic urticaria can disrupt daily life in ways others may not see. It does not have to.

Many people living with chronic urticaria struggle every day with itch, swelling, and unpredictable flare ups. These symptoms can sleep, work, relationships, and confidence. Many patients feel that their condition is not fully understood.

UDAY helps raise awareness of the real impact of urticaria. Recognising the burden of the disease is the first step toward better care, support and management.



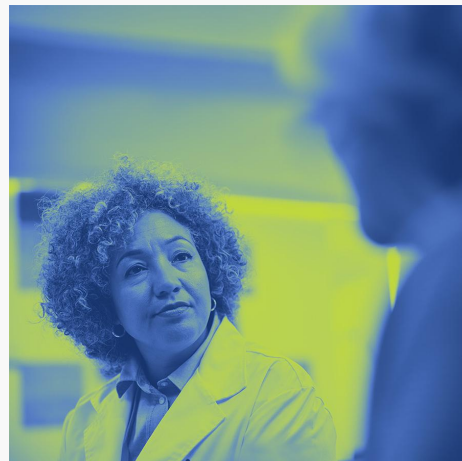
Key Messages - Short

2. Listening Leads to Understanding

When patients are heard, understanding grows.

The experience of urticaria is often difficult to explain during short medical appointments. Symptoms can change from day to day, and the impact on daily life may not always be visible.

UDAY encourages patients to speak openly about their symptoms and experiences, and healthcare professionals to ask the right questions and listen carefully. When patients are heard, we gain better insight into the condition and how it affects real lives.



Key Messages - Short

3. Good Conversations Improve Care

Patients, caregivers, and doctors should make decisions together.

Shared decision-making allows patients and healthcare professionals to work as partners. Talking openly about symptoms, treatments, and the impact on daily life helps healthcare professionals understand the full picture.

When patients feel comfortable explaining their experiences, and healthcare professionals explore the wider impact of urticaria, treatment decisions can be better tailored to their needs.



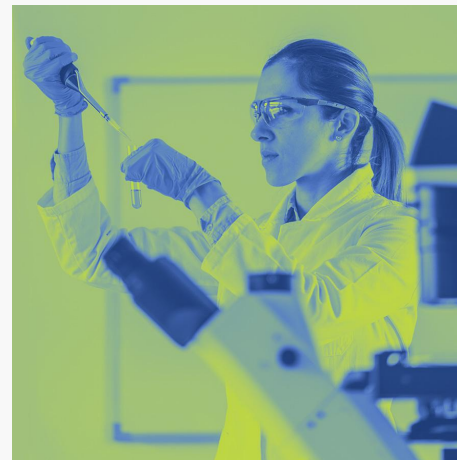
Key Messages - Short

4. Research Brings Better Solutions

Research helps improve treatment and care.

Research helps scientists and doctors understand urticaria better. It also helps improve understanding of urticaria and supports the development of new and more effective treatments.

When patients take part in research, including surveys, advisory boards, or clinical studies, they help improve understanding and care for people living with urticaria today and in the future.



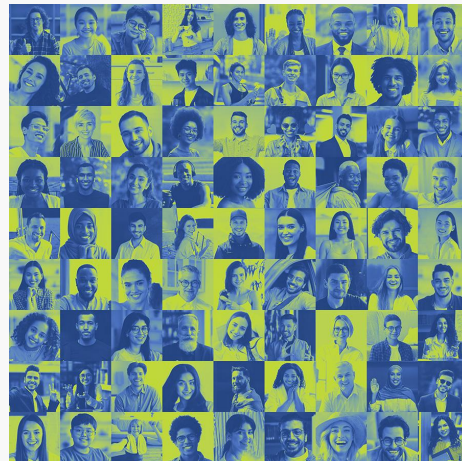
Key Messages - Short

5. Community Creates Strength

No one should face urticaria alone.

Patient organisations, healthcare professionals, and support groups play an important role in helping people manage urticaria. They provide information, guidance, and emotional support.

By working together, the global urticaria community helps people feel informed, supported, and understood.



Key Messages - Short

6. Take Part in UDAY

Speak up, share your experience, and help build global insight.

UDAY invites patients, caregivers, and healthcare professionals to take part in an interactive experience on the UDAY website.

By sharing your experiences and insights through a short participation tool, you help create a clearer picture of how urticaria affects people around the world.

Your voice helps turn itch into insight.



Key Messages - Long

1. Itch Does Not Need to Disrupt Your Life

Chronic urticaria can disrupt daily life in ways others may not see.

For millions of people worldwide, urticaria is not just a skin condition. Persistent itch, swelling, and unpredictable flare-ups can disrupt sleep, work, everyday activities, relationships, emotional wellbeing, and everyday activities. Many patients feel their experience is not fully recognised.

Studies show that up to 1% of the global population lives with chronic urticaria at any given time, and the condition can last for years if not properly managed or treated. Research also shows that patients with chronic urticaria report quality of life impairment comparable to serious chronic diseases such as coronary artery disease.

UDAY highlights the real burden of urticaria and encourages greater awareness, understanding, and support for people living with the condition.

References

EAACI/GA²LEN/EuroGuiDerm/APAAACI Guideline for Urticaria (2022) <https://onlinelibrary.wiley.com/doi/10.1111/all.15090>

Maurer et al., The burden of chronic spontaneous urticaria is substantial (2017) <https://onlinelibrary.wiley.com/doi/10.1111/all.13209>



Key Messages - Long

2. Listening Leads to Understanding

Understanding urticaria begins with listening to the patient's experience.

The impact of urticaria often goes beyond what can be observed in a clinical setting. Symptoms can vary from day to day and the effect on quality of life can be difficult to communicate during short medical appointments. Patients may not always speak openly about how symptoms affect their daily lives, while healthcare professionals may not always see the full impact during consultations.

Research shows that itch is one of the most distressing symptoms reported by patients, with many describing it as more disruptive than the visible hives themselves. Studies also suggest that up to 60 to 70% of patients experience sleep disturbance due to night time itching and discomfort.

UDAY encourages patients to speak openly about their symptoms and healthcare professionals to ask the right questions. Listening to patient experiences helps transform personal stories into insight that can improve care.

References

Balp et al., *The impact of chronic urticaria on sleep and daily functioning* (2015) <https://onlinelibrary.wiley.com/doi/10.1111/all.12618>

Maurer et al., *Burden of chronic spontaneous urticaria* (2017) <https://onlinelibrary.wiley.com/doi/10.1111/all.13209>



Key Messages - Long

3. Good Conversations Improve Care

Patients and healthcare professionals can work together to improve care.

Shared decision-making supports stronger communication between patients and clinicians. When patients are able to explain how symptoms affect their sleep, daily routines, work, and emotional wellbeing, healthcare professionals gain a clearer picture of the real impact of the condition beyond what is visible during an appointment.

Open and ongoing conversations help ensure that treatment decisions reflect the patient's individual needs, priorities, and experiences. This collaborative approach encourages patients to take a more active role in their care, ask questions, and better understand the options available to them.

Together, these discussions support more personalised care and help patients feel more confident, informed, and empowered in managing their condition over time.



Key Messages - Long

4. Research Brings Better Solutions

Better understanding leads to better treatment.

Research is essential to improving the future of urticaria care. Clinical studies, patient insights, and scientific collaboration help improve understanding of urticaria and support the development of more effective treatments.

Patients who share their experiences or participate in research help accelerate progress and contribute to improving care worldwide.



Key Messages - Long

5. Community Strengthens the Global Movement

Support networks help patients feel informed, supported, and connected.

Patient organisations, clinicians, and advocacy groups around the world provide essential support for people living with urticaria. These communities offer information, connection, and guidance.

Studies show that people living with chronic conditions benefit from peer support and patient communities, which can improve disease understanding and emotional wellbeing. Feeling connected to others with similar experiences can help reduce isolation and support patients in seeking better mental and physical care.

Through shared knowledge and collaboration, the global urticaria community continues to strengthen awareness, education, and patient support and understanding.

References

WHO Framework on Integrated People-Centred Health Services <https://www.who.int/publications/i/item/WHO-HIS-SDS-2016.3>

Maurer et al., *The burden of chronic spontaneous urticaria* (2017) <https://onlinelibrary.wiley.com/doi/10.1111/all.13209>



Key Messages - Long

6. Join UDAY and Help Turn Itch Into Understanding

Your experience can help improve understanding worldwide.

UDAY invites patients, caregivers, and healthcare professionals to take part in a global interactive initiative on the UDAY website.

By sharing experiences and reporting how urticaria affects daily life through the short participation tool, people can contribute to a broader understanding of how urticaria affects daily life. Patient-reported insights are increasingly recognised as essential in improving research, treatment development, and health policy decisions.

Together, we can transform individual experiences into global insight and improve understanding of urticaria worldwide.



2026 Logo

Download



The Urticaria Day 2026 logo should be used on all materials associated with its events. The following logo options are available to download and use.

The logo comes with different colour versions as well as with and without the theme strapline and can be used alternately. The colours of the coloured logo should not be changed. The coloured logo can be replaced with white or black version depending on the background but the colour logo should always be the first choice.



Minimum Size

The minimum relative height of the logo for print should be 25 x 63 mm



Clear Space

To protect the clarity and visual integrity of the logo, a minimum clear space area exists and it should be in the height of the letter “y” from the logo





Scale and Placement

Logo should always be scaled proportionally. It should never be rotated or placed on a busy photographic background. Don't rearrange elements of our logo or omit any of the logo elements. Avoid any effects such as drop shadows.

X



X



X



X



Colour Scheme

Urticaria Day uses the following colour pallet:



#C1D83B
RGB 193 216 59
CMYK 30 0 86 0
PANTONE 2299 C



#17346C
RGB 23 52 108
CMYK 79 52 0 58
PANTONE 2756 C



#7996e0
RGB 121 150 224
CMYK 58 38 0 0
PANTONE 2123C

The following gradient can also be used



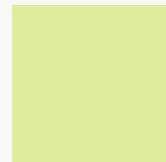
#C1D83B

#17346C

Additional, secondary colours, mainly for Internet usage:



#b8cbee
RGB 113 151 222



#dfb99d
RGB 192 216 59



Typography

UDAY2026 primary font is:

Sofia Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#\$%&.,?::;)

Alternative font is:

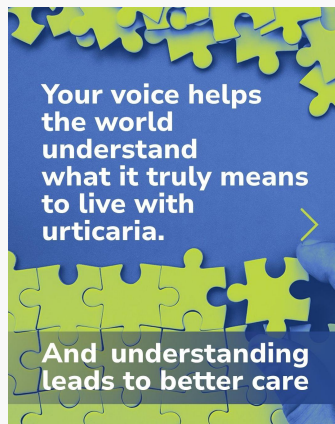
Nunito Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#\$%&.,?::;)



Social Media Assets

A library of Social Media assets are available for you to use on your channels. The library includes images based on the theme and key messages, as templates that will allow you to prepare personalised content, insert local messages and use translated copy.



Edit in Canva

Download



Social Media Covers



X (Twitter)



LinkedIn



Facebook

Edit in Canva

Download



Email Banner

This banner can be added to your email signature.



Edit in Canva



Website Banner

This banner can be added to your website.



Edit in Canva



T-shirts

Resources also include graphics prepared for print on tshirts.



PANTONE 2299 C
PANTONE 2756 C



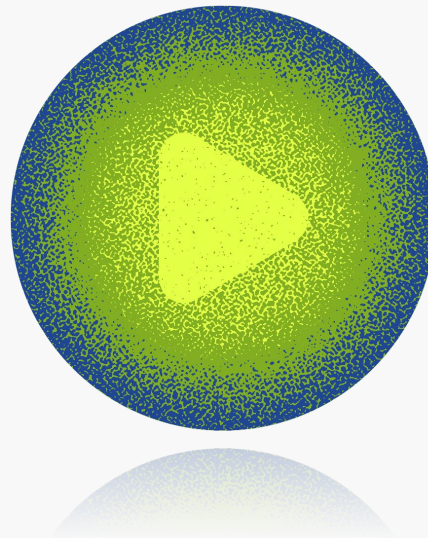
Download

Patient Interviews

We are currently creating some interviews with urticaria patients and healthcare professionals from all over the world.

Watch our channels and website to see them!

We encourage you to share these on you channels and where possible, create and share stories of your own patients!



Get Involved!

Make a difference on Urticaria Day 2026 by actively participating in or organizing a UDAY event. Every contribution counts towards making a long-lasting change!

Share the details of your event on our official UDAY 2026 website www.urticariaday.org to have it included in our official event list.

Whether you host a small or big gathering, start a local support group, or find unique ways to raise awareness about urticaria, let's spread the word and make October 1st an unforgettable day!

How else you can get involved?

- Share the UDAY logo
- Use UDAY resources and translate/adapt them to your digital channels
- Share your activities on the UDAY website and social channels
- Get involved in hosting your Urticaria Walk - read more here.
- Use the official #TakeBackControl, #UrticariaDay2026, and #UDAY2026 on social media

Spread the word and make October 1st a memorable day!



Urticaria Walk

We would love to see people involved in raising awareness around the whole world, that's why we encourage everyone to take part and create their own events. Walks are very popular, engaging and great way to do so.

We have created a special Urticaria Walk toolkit to provide guidance and resources to Urticaria Patient Groups interested in hosting.

The Urticaria Walk aims to raise awareness about urticaria, support patients and their families, and raise funds for research and patient advocacy initiatives. By organizing this walk, you have the opportunity to make a real difference in the lives of those affected by urticaria.

Download the toolkit to read more and get involved!

[Download](#)



Official Partners

Urticaria Day 2026 is supported by **GAAPP** and the **UCARE** network and many organizations worldwide that are committed to improving the lives of urticaria patients.

In cooperation with



Supported by



Contact

E-mail:
info@urticariaday.org

Address:
Global Allergy & Asthma Excellence
Network Coordinating Office
c/o DGAKE
Robert-Koch-Platz 7
10115 Berlin
Germany





Thank you

