

October 1st is World Urticaria Day (UDAY)

Global Networks Unite to Launch World Urticaria Day 2026 Campaign

Campaign focuses on helping better understand the real impact of urticaria.

Berlin, June 26, 2026 - The Urticaria Centers of Reference and Excellence (UCARE), the largest network under the umbrella of the Global Allergy and Asthma European Network, in partnership with the Global Allergy & Airways Patient Platform (GAAPP), today announced the launch of the 2026 World Urticaria Day (UDAY) awareness campaign.

Held annually on October 1st, UDAY shines a spotlight on the challenges faced by people living with urticaria and promotes progress through education, advocacy, and community engagement.

The theme of UDAY 2026 is "Take Back Control - From Itch to Understanding". This year's campaign focuses on helping the public, healthcare professionals, and decision-makers better understand the real impact of urticaria. While the condition is often recognised for its visible symptoms, many people experience a much wider burden including persistent itch, swelling, sleep disruption, emotional distress, and challenges in daily life.

By encouraging open conversations and amplifying patient experiences, UDAY 2026 aims to improve understanding of the condition, strengthen communication between patients and healthcare professionals, and empower people living with urticaria to take a more active role in their care.

The campaign encourages participation worldwide through local awareness events and social media engagement using the hashtags #UDAY2026, #UrticariaDay2026 and #TakeBackControl. The campaign website, www.urticariaday.org, offers educational resources, patient stories, downloadable materials, social media assets, and a platform to register or discover events taking place around the world.

"Urticaria is much more than a skin condition. For many patients, the impact extends into almost every aspect of daily life, affecting sleep, work, relationships, and emotional wellbeing. Through World Urticaria Day 2026, we want to encourage greater understanding of these challenges and empower patients to become active partners in decisions about their care." - Prof. Dr. Torsten Zuberbier, President of the Global Allergy and Asthma Excellence Network, also Director of the Institute of Allergology at Charité - Universitätsmedizin Berlin and of the Allergology and Immunology site at the Fraunhofer Institute for Translational Medicine and Pharmacology ITMP, as well as Chair of the European Centre for Allergy Research Foundation.

Why This Campaign Matters

These key messages reflect the priorities of UDAY 2026 and guide our global effort to improve understanding of the lived experience of people with urticaria:

- **Itch Does Not Need to Disrupt Your Life** - Chronic urticaria can affect sleep, work, relationships, and confidence. Recognising its impact is the first step toward better care and support.

- **Listening Leads to Understanding** - Symptoms can change daily and are not always visible. When patients are heard, understanding improves.
- **Good Conversations Improve Care** - Open discussions help patients and healthcare professionals make informed decisions together and find the right treatment approach.
- **Research Brings Better Solutions** - Research improves understanding of urticaria and supports the development of better treatments and care.
- **Community Creates Strength** - Patient organisations, healthcare professionals, and support groups help people feel informed, supported, and understood.
- **Take Part in UDAY** - Share your experience and help build a better understanding of how urticaria affects people around the world.

People around the world can support UDAY 2026 in many ways:

- **Share Your Story** - Record a 1-minute video about your experience with urticaria and use the hashtags #TakeBackControl, #UDAY2026 and #UrticariaDay2026.
- **Support as a Physician** - Encourage your patients to share their experiences and help raise awareness of the realities of living with urticaria.
- **Organise or Join a UDAY Event** - Host or participate in local awareness activities, educational events, support meetings, walks, or webinars.
- **Use and Share UDAY Resources** - Download campaign materials from www.urticariaday.org and help spread awareness within your community.
- **Spread the Word** - share your efforts on social media and on the UDAY website. Tag us so we can help amplify your voice. Follow us on [Facebook](#), [Instagram](#), [Tiktok](#), [LinkedIn](#), [X](#) and [YouTube](#), [Threads](#).
- **Advocate for Better Care** - Help raise awareness of the need for timely diagnosis, effective treatment, shared decision-making, and patient-centred care.

“When people share their experiences, we gain a better understanding of the real impact of urticaria. Every story helps raise awareness, improve conversations, and empower people living with the condition to take back control.” - Kristen Willard, CU patient, VP of Education at GAAPP, and Executive Director of We CU (www.livingwithcu.org).

UDAY 2026 is organized by the [UCARE Network](#) and [GAAPP](#) and is kindly supported among others by Novartis Pharmaceuticals, Celldex Therapeutics and [Urticaria Network e.V. \(UNEV\)](#).

About urticaria

Urticaria (also known as hives) is a disease characterised by the sudden development of itchy raised bumps (wheals or hives) on the skin. These bumps can vary in colour depending on a person's skin tone and may appear red, pink, skin-coloured, or darker than the surrounding skin. 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, isolation, and embarrassment for those affected.

About the UCARE Network

The Urticaria Centers of Reference and Excellence 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 Excellence Network, a consortium of leading international 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.

As of today, the UCARE network comprises of more than 220 centers in 54 countries. 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.ucare-network.com.

About the Global Allergy & Airways Patient Platform (GAAPP)

The Global Allergy & Airways Patient Platform (GAAPP) is an international nonprofit organization dedicated to improving the lives of people living with allergies, airway diseases, and atopic conditions. Headquartered in Vienna, Austria, GAAPP collaborates with more than 200 patient organizations across over 70 countries to strengthen the global patient advocacy community and improve health outcomes worldwide.

Through its four core pillars—**education, advocacy, research, and support**—GAAPP develops evidence-based resources, builds organizational capacity, and fosters global collaboration to empower patients and improve care for people living with allergic and airway diseases.

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