

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, **which will take place throughout September and October, culminating in the global celebration of World Urticaria Day on October 1.**

The theme of UDAY 2026, "**Take Back Control – From Itch to Understanding,**" focuses on the real impact of urticaria beyond visible symptoms. Persistent itch, swelling, sleep disruption, emotional wellbeing, and unpredictable flare-ups can significantly affect daily life, yet these experiences are often overlooked.

This year's campaign encourages patients to share their experiences, promotes open conversations between patients and healthcare professionals, and empowers people living with urticaria to take a more active role in their care.

Global participation is encouraged through local events and social media using **#UDAY2026**, **#UrticariaDay2026**, and **#TakeBackControl**. The campaign website, www.urticariaday.org, features educational resources, patient stories, downloadable materials, social media assets, and opportunities to take part in the campaign.

The campaign highlights six key messages:

- Itch Does Not Need to Disrupt Your Life.
- Listening Leads to Understanding.
- Good Conversations Improve Care.
- Research Brings Better Solutions.
- Community Creates Strength.
- Take Part in UDAY.

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 through your own networks to help amplify the campaign.
- **Advocate for Better Care** – Raise awareness of the need for timely diagnosis, effective treatment, shared decision-making, and patient-centred care.

Together, we can improve understanding of urticaria, amplify patient voices, and help people living with the condition take back control. 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. \(UNEV\)](#).

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