



urticaria
day

TAKE BACK CONTROL
FROM ITCH TO UNDERSTANDING

Using AI to Activate

A practical guide for patient organisations

Save time, strengthen your voice and make more impact.

Why This Guide Exists

Patient organisations often work with limited staff, volunteers, and budget. Yet you're expected to produce social media content, press releases, fundraising appeals, newsletters, and much more.

When used correctly, AI can help.

This guide shows you how to use AI safely and confidently to activate the official UDAY 2026 resources, especially around this year's theme: **Take Back Control – From Itch To Understanding.**

Important reminder: AI is a tool. Your voice, your patients, and your community always come first.



What AI Is and What It Is Not



What AI Can Help You Do

- Draft social media posts
- Write press releases
- Create funding requests
- Adapt UDAY campaign messages
- Simplify medical language
- Translate your materials
- Repurpose one piece of content into many

What AI Cannot Do

- Replace lived experience
- Understand your local healthcare system automatically
- Guarantee medical accuracy
- Make strategic decisions for you

Think of AI as a junior communications assistant. You remain the editor and decision maker.

Start in 10 Minutes

- 1. Choose a Tool:** Most organisations can simply use ChatGPT for writing. You can also use Canva AI for captions and simple visuals.
- 2. Write a Clear Prompt:** A good prompt includes: what you want, who the audience is, the tone, and the theme.
- 3. Improve the Result:** You can say: Make it shorter. Make it more emotional. Add statistics. Add hashtags. Make it suitable for LinkedIn.

Example Prompt: *Write a short Facebook post for Urticaria Day. Theme: Take Back Control – From Itch To Understanding. Audience: general public. Tone: clear and supportive. Include a call to action to visit our website.*



Using AI with the UDAY 2026 Resources

UDAY provides key messages, campaign materials, and visuals. You can paste these into AI and ask it to adapt them.

- 1. Adapt Campaign Messages:** Use Canva to adapt the UDAY 2026 assets for your organisation. Keep language simple and accessible. Add a clear call to action.
- 2. Localise Content:** Localise UDAY messages to be relevant for your organisation and community.
- 3. Upload Existing Assets:** You can upload your existing campaign assets, such as your social media schedule, key messages, or previous posts, and ask AI to create a short awareness post based on them.

Tip: Always paste the original UDAY text first so AI works from the official message.



Make It Sound Like You

AI works best when it understands your voice.

Upload a few examples of your previous social media posts and ask AI to analyse the tone. It can then adapt new content so it sounds like your organisation.

- Stay consistent in your messaging
- Keep your unique voice
- Learn what defines your tone over time

AI should support your identity, not replace it.



Turning One Message into Multiple Posts



You can multiply your content easily and save valuable time.

Basic Prompt

Create:

- 1 Facebook post
- 1 Instagram caption
- 1 LinkedIn post
- 1 short post for X

All based on the UDAY 2026 theme **Take Back Control – From Itch To Understanding.**

Advanced Prompt

Create a 2 week content plan for UDAY 2026 with 3 posts per week.

- Highlights that urticaria is not only an itch
- Mentions symptoms such as hives, swelling, and fatigue
- Builds momentum toward Urticaria Day
- Includes at least one fundraising focused post
- Uses a supportive, clear tone

Writing a Press Release

Simple Structure

- Headline
- Short introduction
- What urticaria is
- Why Urticaria Day matters
- Local impact
- Quote
- Call to action

Prompt Example

Write a 500 word press release for [details of your organisation] marking Urticaria Day. Theme: Take Back Control – From Itch To Understanding. Include a placeholder for a quote from our Chairperson and a call to action to visit our website.

Checklist Before Sending: Add a real quote • Add local data • Include contact details • Check medical accuracy



Creating Funding Requests

Some organisations may use UDAY 2026 as an opportunity to fundraise.

AI can help you write respectful and effective appeals that honour your patients' experiences.

Email Prompt: *Write a short fundraising email for Urticaria Day.*

Explain that urticaria is not only an itch and that many patients face delayed diagnosis.

Encourage small donations to support awareness and patient support. Tone: warm and respectful.



Translation and Accessibility



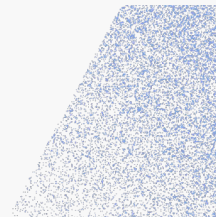
Translation Support

Prompt: *Translate this UDAY message into [your language]. Keep the tone clear and supportive.*

Simplifying Text

Prompt: *Rewrite this text in simple language suitable for a general audience.*

Important: Always have a local speaker review translations.
AI provides first drafts, but cultural nuance and medical accuracy require human oversight.



Repurposing Content to Save Time

Work smarter by transforming existing content into multiple formats.

Newsletter to Social Posts: *Turn this newsletter into 5 social posts and 1 LinkedIn post.*

Story to Graphics: *Extract 3 powerful short quotes suitable for social media graphics.*

You can also ask AI to:

- Create alt text for images
- Write captions for campaign photos
- Create FAQs from webinar transcripts



Do's and Don'ts

Do

- Always review before publishing
- Keep your organisation's tone
- Add local details
- Protect patient privacy

Do Not

- Paste confidential patient data
- Share personal medical records
- Publish without checking accuracy

Your judgement and values must always guide how you use AI.
Technology serves your mission – never the other way around.



Quick Prompt Library for UDAY 2026



Social Awareness Post: *Using the uploaded UDAY 2026 social media schedule and campaign messaging, create additional social media posts explaining that urticaria is not only an itch.*

Press Release: *Write a press release announcing our UDAY 2026 campaign and highlighting the importance of early diagnosis.*

Newsletter: *Create a short newsletter introducing UDAY 2026 activities and explaining this year's theme, Take Back Control – From Itch To Understanding.*

Volunteer Recruitment: *Write a short post inviting volunteers to support our UDAY 2026 activities.*

Event Promotion: *Write a social media post promoting our UDAY 2026 webinar. Include date placeholder and registration link placeholder.*

Your Voice Matters

AI does not replace your mission. It strengthens your capacity.

Start small. Experiment. Learn as you go.

Your voice matters. AI simply helps you amplify it.

