



**urticaria
day**

TAKE BACK CONTROL
FROM ITCH TO UNDERSTANDING

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Guide on How to Tell Your Story

Your story matters, share it to raise awareness for urticaria.

Why Share Your Story

Your Voice Makes a Difference

Urticaria is often mistaken for a simple rash or allergy, but it's so much more than that.

Hives, relentless itching, swelling (angioedema), unpredictable flares, and the impact on sleep and mental health can all be part of the urticaria experience. By sharing your journey, you help others see that urticaria is not only an itch.

Your story can educate healthcare professionals, support newly diagnosed patients, and raise awareness amongst friends and family. Every voice adds to a chorus that asks for better understanding and support.



Example Questions



You do not need to answer everything. These questions are here to help you start.

About You

- Share your first name, where you are from, and what you do.
- Tell us whether you are living with urticaria or caring for someone who is.

Your Urticaria Journey

- What were your first symptoms?
- How long did it take to get diagnosed?
- Were you ever told it was just a rash or an allergy?

Life with Urticaria

- How urticaria affects your daily life, body, or energy?
- Any other symptoms or conditions you live with, for example angioedema or others?
- What people often misunderstand about your condition?

Coping and Looking Ahead

- What helps you manage life with urticaria?
- Why you chose to share your story?
- What gives you hope for the future?

Before You Begin

Getting Started

There is no script to follow. You do not need perfect words, professional equipment, or a flawless setup. What matters most is that your story is real, honest, and comes from you.

Authenticity resonates far more than polish. Your lived experience with urticaria is valuable exactly as it is.

Take a deep breath, be yourself, and remember that your unique perspective contributes to a greater understanding of this condition.



Step 1: Choose Your Device

Use What You Have:

Your smartphone, tablet, or camera will work brilliantly. Most modern phones produce excellent video quality.



Set Best Quality:

Check your device settings and select the highest video quality available to ensure your message comes through clearly.

Film Horizontally:

Hold your device in landscape orientation for social media platforms, giving viewers a more natural viewing experience.

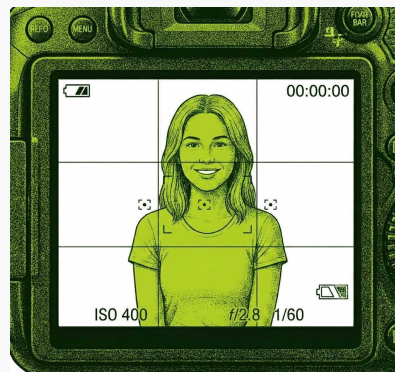
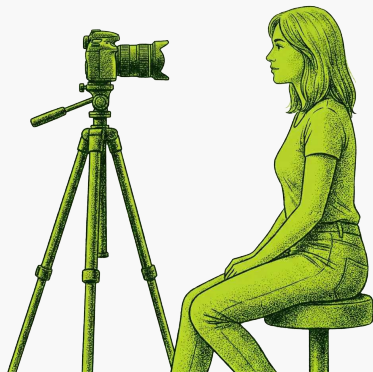


Step 2: Set It Up Properly

Position at Eye Level: Place your camera so it meets your gaze naturally, creating an engaging, direct connection with viewers.

Keep It Steady: Use a tripod, stack of books, or any solid surface to prevent shaky footage. Stability helps viewers focus on your message.

Frame Yourself Well: Position yourself from mid-chest upwards in the frame, allowing comfortable space around you whilst keeping you the focal point.



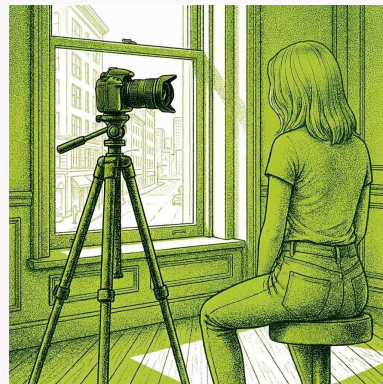
Step 3: Light and Sound Matter



Find a Quiet Space: Choose a location away from traffic noise, televisions, or other distractions. Background noise can make it harder for people to hear your important message.

Speak With Clarity: Take your time and speak slowly and clearly. There's no rush. Pausing between thoughts helps emphasise key points and makes your story easier to follow.

Use Natural Light: Sit facing a window during daytime for beautiful, soft lighting. Alternatively, use a lamp or any additional source of light positioned in front of you to illuminate your face evenly.



Step 4: Tell Your Story Authentically



This is the heart of your video – your personal experience with urticaria. There's no single way to tell it, but here are some elements you might consider including to help others understand your journey.

The Beginning

You might start by sharing how you were initially told it was “just a rash” and the frustration or confusion that created.

Daily Reality

Describe how urticaria affects your everyday life – the relentless itch, the unpredictable flares, or the exhaustion that comes with sleepless nights.

The Wider Picture

If relevant, mention other symptoms or related conditions like angioedema, anxiety and depression, that are part of your experience.

Your Message

In your own words, help viewers understand why urticaria is not only an itch – show the full, complex reality of living with this condition.

Step 5: Keep It Simple and Comfortable

Wear What Feels Right: Choose comfortable clothing that makes you feel like yourself. Comfort on camera translates to confidence on screen.

Consider Visual Clarity: Avoid busy patterns, stripes, or very bright colours that might distract from your message or cause visual interference on camera.

Choose Your Background: Select a calm, uncluttered background, a plain wall, a tidy bookshelf, or a simple room setting that won't draw attention away from you.



Step 6: Share and Inspire Others

Once you've recorded your story, it's time to let it make a difference. Your courage in sharing can create ripples of awareness, support, and understanding throughout the urticaria community and beyond.

Send to Us: Share your video directly with us so we can amplify your voice through official channels.
Share to info@urticariaday.org

Post on Social Media: Upload to your own social platforms using the official campaign hashtags #UDAY2026, #UrticariaDay2026 and #TakeBackControl and tag Urticaria Day to join the conversation.

Inspire Others: By sharing your story, you help raise awareness and encourage others to share theirs too, building a stronger community voice.



Your Story Has Power

Every story shared is a step towards greater understanding, better care, and a stronger community for people living with urticaria.

Thank you for having the courage to share your experience. Your voice matters, your story matters, and together we can help the world see that urticaria is so much more than an itch.

You're not alone in this journey, and by speaking up, you're helping others feel less alone too.

