



urticaria
day

TAKE BACK CONTROL
FROM ITCH TO UNDERSTANDING

Campaign Toolkit

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Introduction

Urticaria Day (UDAY) is a global initiative to raise awareness of Urticaria across the world, helping to improve the lives of patients and advance understanding among healthcare professionals, media, and the public.

For 11 years, the Urticaria community has come together to learn, share, and celebrate those living with the condition. UDAY continues to grow, with more participation each year.

The theme for UDAY 2026 is **“Take Back Control – From Itch to Understanding”** focusing on the real impact of urticaria and empowering people to take control of their condition.

Join us on October 1st, 2026 by sharing information, organizing events, and spreading awareness. Use this toolkit to guide your activities and reach out if you need help.

Let's make a difference together.



About Urticaria Day

About Urticaria Day (UDAY)

Urticaria Day (UDAY), observed annually on October 1st, is a global initiative aimed at raising awareness and improving the lives of people living with Urticaria (also known as hives). This skin condition is characterized by the rapid appearance of itchy, red, and often swollen bumps on the skin. In some cases, it may also cause deeper swelling known as angioedema.

UDAY serves as a platform to unite patients, healthcare professionals, researchers, the media, and the general public. The goal is to increase knowledge, promote understanding, offer support, and drive meaningful advancements in the recognition, treatment, and management of Urticaria.

Join the conversation and share your story using [#TakeBackControl](#) and [#UDAY2026](#) so everyone can see your contribution!

Urticaria Day 2026 is proudly supported by the GAAPP, the UCARE network, and numerous organizations around the world dedicated to improving the lives of Urticaria patients.



About Urticaria Day

This year, the UDAY campaign unites the global urticaria community under a powerful new theme:
“Take Back Control – From Itch to Understanding”

In 2026, we’re focusing on the real impact of urticaria beyond visible symptoms. For many people, persistent itch, swelling, and unpredictable flare-ups affect sleep, daily life, and emotional wellbeing. Many patients feel their experience is not fully recognised by those around them or within the healthcare system.

This year’s campaign highlights the need to listen to patient experiences, strengthen communication between patients and healthcare professionals, and support more personalised care where treatment decisions reflect individual needs. By shining a light on lived experiences, UDAY 2026 aims to improve understanding and empower people living with urticaria to take back control of their condition.

Join us as we turn itch into understanding.



About Urticaria Day

People from all over the world can support this campaign in various ways:

Share your/your patient's story:

To patients:

If you've experienced urticaria, we encourage you to share your story in a 1-minute video on social media. Use the hashtags **#TakeBackControl**, **#UDAY2026**, and **#UrticariaDay2026** and don't forget to tag our official social media account (see links above) so we can help amplify your message. Your story can offer hope, support, and inspiration to others who may be facing similar challenges.

To treating physicians:

We invite you to encourage your patients to share their experiences with urticaria. Your support in guiding them through this process can be incredibly impactful. Patient stories offer powerful insights, raise awareness, and help foster a stronger sense of community. Join us in promoting greater understanding of urticaria by sharing your expertise and motivating your patients to take part. Thank you for your ongoing commitment to improving patient care.



About Urticaria Day

Raise Awareness:

Spread the word about UCARE UDAY by sharing campaign materials, participating in online events, and encouraging friends and family to learn more about urticaria.

Follow us on Social Media:

Get informed and spread the word with your likes, comments and shares of our stories and posts:

[Facebook UCARE 4U](#)

[Instagram UCARE 4U](#)

[TikTok UCARE 4U](#)

[YouTube Global Allergy & Allergy Excellence Network](#)



About Urticaria Day

Participate in/organize Events:

Join or organize local events such as walks, informational sessions (lectures or webinars), open house or free consultation hours to raise awareness for urticaria.

Educate Yourself and Others:

Learn more about urticaria and share accurate information to help dispel myths and reduce stigma associated with the condition.

Advocate for Better Care:

Engage with healthcare providers, policymakers, and community leaders to advocate for better access to treatments and support for urticaria patients.



About Urticaria Day

Volunteer:

Offer your time and skills to support urticaria-related initiatives, whether through patient support groups, fundraising efforts, or educational programs.

Donate:

Consider making a donation to organizations dedicated to urticaria research and patient support. Every contribution helps advance understanding and treatment of the condition.

By coming together and taking action, we can make a significant impact on the lives of those affected by urticaria and help pave the way toward a future where everyone can enjoy a symptom-free life.



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.



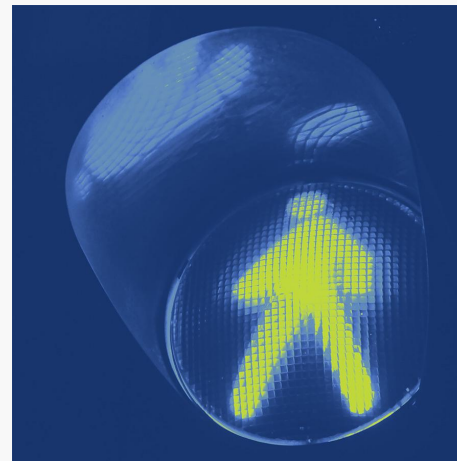
Key Messages - Short

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.



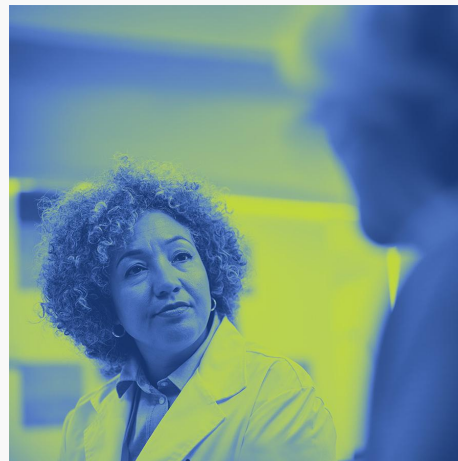
Key Messages - Short

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



#dfeb9d
RGB 192 216 59



Typography

UDAY2026 primary font is:

Sofia Pro

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

Alternative font is:

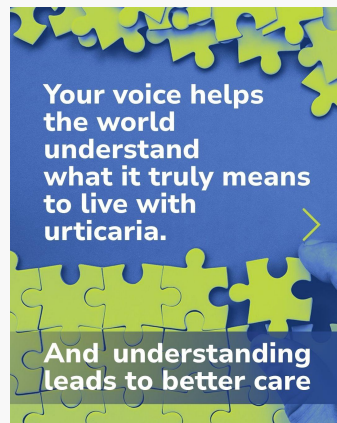
Nunito Sans

abcdefghijklmnopqrstvwxyz
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



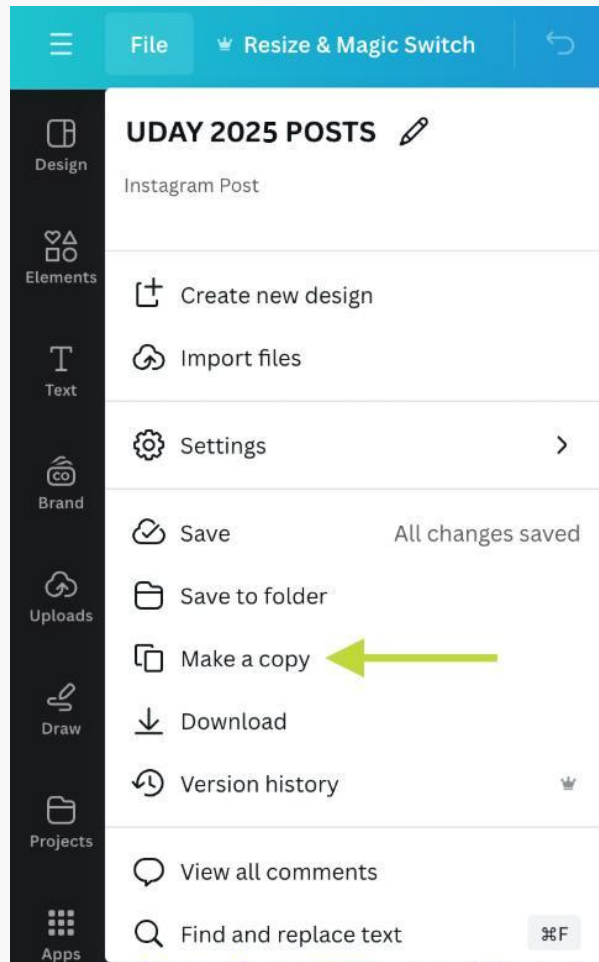
How to edit in Canva

To edit the assets in Canva and ensure that everyone can use posts as their template please duplicate the whole page with all the assets.

This way only you will have access to that copy document and you can freely edit all the assets.

Simply click on 'file' located in the top left menu and then 'make a copy'.

[Edit in Canva](#)



T-shirts

Resources also include graphics prepared for print on tshirts.



PANTONE 2299 C

PANTONE 2756 C



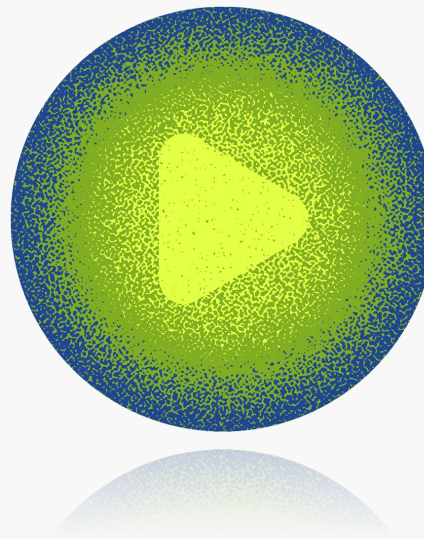
Download

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!



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 DGAKI
Robert-Koch-Platz 7
10115 Berlin
Germany





Thank you

