

rticaria day 1st october 2021

Project toolkit



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Introduction

urticaria day (UDAY) is a very special day for the UCARE Network.

For the past 8 years, patients, physicians and others affected by urticaria have been coming together to discuss, teach and learn about urticaria and to celebrate those who live with the disease.

We are excited to see that even the global pandemic cannot stop the urticaria community, and that UDAY is stronger this year than ever before!

We have many exciting events for you and are looking forward to see how you celebrate the day.

This toolkit should be seen as a guideline to help you set-up your own urticaria day celebration. Have fun and remember that you can always contact us for more information.

Your GA²LEN UCARE Team



About Urticaria Day

Urticaria Day (UDAY) is the day when urticaria patients are the centre of attention. Now in its eighth year, UDAY is the opportunity to raise awareness of urticaria among patients, their families, physicians, policymakers, the press and the rest of the world.

So, join us on the 1st of October 2021 and organize your own UDAY event! A big focus this year will be on digital UDAY initiatives. Whether it's a virtual congress, educational webinar, digital art project, social media campaign, or urticaria app, every contribution counts!

And we can do more, too. What better way to start a regional support group? Help spread the word about UDAY to friends, family and others! Be creative and share with each other about UDAY! Don't forget to post your events on the official UDAY website to make your personal UDAY a success.

Urticaria Day 2021 is supported by the urticaria network e.V. (UNEV), the UCARE network and many organizations worldwide that are committed to improving the lives of urticaria patients.



Themes and Key Message



Awareness: Raising awareness of urticaria and the possibilities and options that patients and families have. Giving physicians new free knowledge.



Education: Webinars and videos will be made specifically for the UDAY and posted on social media sites. UDAY is about educating everyone involved with Urticaria. [UCARE 4U](#) is the new patient educational program and platform for patients that will bring continuous free education for all.



Support: Within the physical and digital community to build a support structure and promote togetherness.



Management: Finding help at Urticaria healthcare centres, getting information about urticaria management and to discover treatments, coping tools and other possibilities.



Resources

UDAY (urticaria day) logo should be used on all materials associated with the Day's events. It is important that the relevant logo is displayed at the correct scale and orientation.

Logo variant: The UDAY logo can be used as a green logo on any colour background or as a white logo on a green background.

Logo Colour:
RGB: 204/222/0
HEX: #CCDE00
CMYK: 8/0/1/13

Scale and angle: The UDAY logo should always be used at a 1:1 ratio relating to height and width. The angle should not be rotated or straightened.

Banner: "Who Cares? UCARE" is the slogan that builds on the theme of 2019 and 2020's urticaria day and will continue being the official slogan for 2021.

Spelling: When writing "urticaria day" it should be done in all lowercase.

When writing "UDAY" it should be done in all capitals.



Get Logo sets [Here](#)

Who cares? @ucare! @urticaria day
1st october 2021



Get Involved



Get involved with urticaria day 2021 by organising or attending a UDAY event. Every contribution counts towards making a long-lasting change!

Post the details of your event on the urticaria website to have it added to our event list, and enable everyone to participate. Whether you throw a party, start a local self-help group or raise awareness for urticaria in a different way: Spread the word and make October 1st a memorable day!

A couple of ideas:

- share the UDAY logo with your network
- share the banner on your websites
- share your activities on the UDAY website:

Scan the QR code to register your event or follow the link below:

<https://urticariaday.org/urticaria-day-2021/events/event-upload/>



info@ga2len-ucare.com



@urticariadaydot



<https://www.youtube.com/channel/UCm8phRMV5JOJ7AQvnrxxQPA>



About GA²LEN and UCARE

GA²LEN (Global Asthma and Allergy European Network) is a Network of Excellence of the leading European clinical and research facilities in the field of allergology and asthma. It is associated with the European Academy of Allergy and Clinical Immunology (EAACI) and the organisation representing European patients with allergies and asthma (EFA). Started under the European Union Sixth Framework Programme for Research, GA²LEN has become a model project in Europe. GA²LEN addresses the growing public health concern of allergic diseases.

With over 125 member centres in 39 countries, GA²LEN's UCARE (Urticaria Centres of Reference and Excellence) network is the biggest and most active global consortium of urticariologists and urticaria centres in the world. UCARE accredits centres around the globe and ensures development, interaction and education on urticaria and related comorbidities. The GA²LEN UCARE results in a strong network of urticaria specialists who promote urticaria research, harmonize physician and patient efforts and improve urticaria management globally.





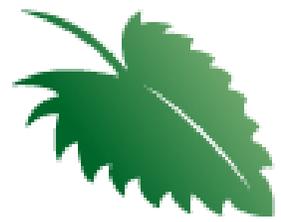
info@ga2len-ucare.com



Official Partners



Network of Excellence



UNEV
urticaria network e.V.



NOVARTIS



Resources

UCARE Website: <https://www.ga2len-ucare.com>

UCARE 4U: <https://www.ga2len-ucare.com/programs/ucare-4u.html>

Urticaria Videos: <https://www.youtube.com/channel/UCm8phRMV5JOJ7AQvnrxxQPA>

UDAY website: <https://urticariaday.org/>

Medthority website: <https://www.medthority.com/csu-learning-zone/>

Mescape website: <https://www.medscape.org/dermatology>

