

Long Covid Awareness Day: Amplifying Voices for Support, Research, and Action

Thursday 13 March, 2025

Campaigns Across the UK Amplify Urgent Calls for Support and Research Funding on Long Covid

March 15th marks Long Covid Awareness Day, a critical opportunity to raise awareness of the ongoing and often debilitating effects of Long Covid, which continues to impact millions of individuals across the UK. As the pandemic's long-term consequences remain stark, communities and advocacy groups across the country are coming together to raise their voices in solidarity and demand urgent action from the government.

This year's awareness day is marked by a series of coordinated campaigns, focusing on increasing government commitment to funding crucial research and support services. These initiatives aim to shine a light on the personal, economic, and societal impact of Long Covid, calling for targeted research into biomarkers, drug treatments, and a deeper understanding of the disease's pathophysiology.

Key Campaigns and Initiatives:

Postcard Campaign: The Long Covid Advocacy group is launching a powerful postcard campaign, #Postcards4LC, to key health figures and policymakers, urging them to prioritize funding for Long Covid research and treatment. The campaign aims to highlight the struggles of those living with Long Covid, demanding that government and healthcare leaders take immediate action to address the healthcare crisis it has created.

Not Recovered UK – Nationwide Leaflet & Light-Up Campaign: Not Recovered UK group will distribute informative leaflets and light-up buildings to raise awareness of Long Covid within local communities. Leaflet handout spots include Edinburgh and London. The leaflets will provide essential information on the symptoms of Long Covid, available support resources, and a call to action for stronger public health policies to address this pressing issue. Shipbuilders Port in Glasgow and the Penshaw monument in Sunderland will be lit-up teal.

Personal Impact of Long Covid:

Long Covid affects millions in the UK, with recent estimates suggesting over 2.5 million people are living with the condition. Symptoms can range from fatigue and cognitive dysfunction to severe respiratory issues and debilitating pain, with many sufferers struggling to return to work or maintain daily activities. Personal stories from those impacted highlight the ongoing, often invisible burden of Long Covid, which continues to disrupt lives months or even years after the initial infection.

The long-term effects of the disease have led to significant economic and social costs. In 2024, the UK government's Office for National Statistics (ONS) reported that Long Covid contributed to approximately 1.5 million working-age people being unable to work or reduced in their working capacity. This has an enormous economic impact, with estimates of lost productivity and healthcare costs reaching billions of pounds.

Economic Impact:

The economic consequences of Long Covid are profound. The ONS reports that approximately 1.4 million people in the UK are suffering from symptoms lasting longer than four weeks, with an alarming proportion experiencing symptoms lasting over a year. These figures contribute to an estimated £10 billion annual economic loss due to lost working hours, healthcare expenses, and the broader societal strain of caring for those affected.

Call to Action – Government Support for Research:

Today, advocates and affected communities are calling on the UK government to commit substantial funding towards:

- Research into biomarkers for Long Covid, to better understand the root causes and identify effective treatments.
- Drug treatments for those suffering from ongoing symptoms, which are not adequately addressed by current healthcare options.
- A deeper understanding of the pathophysiology of Long Covid, including its impact on various organ

Media:



Related Sectors:

Charities & non-profits ::
Coronavirus (COVID-19) :: Health

Related Keywords:

Long Covid :: Long Covid Awareness Day :: NHS :: Covid :: Pandemic :: NHS England :: Wes Streeting :: Health :: Advocacy

Scan Me:



systems, to guide the development of more effective medical responses and treatments.

Quote from Long Covid Advocacy:

"Long Covid is a national health crisis, and it's time for the government to recognize the immense strain it places on individuals, families, and the economy. The research and funding gaps must be addressed if we are to see any meaningful recovery for those affected by this ongoing disease," said Claire Every, spokesperson for Long Covid Advocacy.

Quote from Not Recovered UK:

"We are now 5 years into the Covid-19 pandemic and according to ONS there are 2 million people in the UK suffering from Long Covid. To this day, there are still no treatments for those people suffering. Research has stalled due to lack of funding and the Long Covid clinics are closing leaving people without hope. The government promised the people suffering help, we want to know... Where is it?" said Alex Sprackland, spokesperson for Not Recovered UK.

Get Involved:

People across the UK are urged to join the Long Covid Awareness Day campaigns, raise awareness through social media, and participate in their local efforts. Individuals are encouraged to write postcards to Ashley Dalton MP (Minister of Public Health & Prevention), Sir Stephen Powis (MD of NHS England) and Prof Lucy Chappell (CEO of NIHR), to share their personal stories, and attend awareness events in their communities.

For further information on how to get involved, please visit the websites of Long Covid Advocacy, Not Recovered UK.

Follow: #LongCovidAwareness #LongCovidAwarenessDay #Postcards4LC

About Long Covid Advocacy

Long Covid Advocacy is a grassroots organisation dedicated to supporting individuals impacted by Long Covid. Through community engagement, policy advocacy, and raising public awareness, Long Covid Advocacy strives to ensure better support and healthcare for those living with the condition.

About Not Recovered UK

Not Recovered UK is a national campaign focused on providing information, support, and advocacy for individuals living with Long Covid. Their mission is to highlight the urgent need for research and healthcare improvements for those who are still suffering from the long-term effects of the virus through powerful public health messaging such as billboards, stickers and leaflets.

Company Contact:

—

Long Covid Advocacy

T. 07708836858

E. hello@longcovidadvoc.com

W. <https://www.longcovidadvoc.com/>

Additional Contact(s):

Rupert Higham: 07752247386

ruperthigham@gmail.com

[View Online](#)

Additional Assets:

https://drive.google.com/drive/folders/1eLxH1HC_z17Lual4SjeY1EDZfbleH1Cj?usp=drive_link

Newsroom: Visit our Newsroom for all the latest stories:

<https://www.longcovidadvocacy.pressat.co.uk>