



## Your Guide to European Hormone Day 2024



Everything you need to know about taking part in European Hormone Day 2024 and using the resources toolkit created especially for the campaign.

### What is European Hormone Day?

After two successful events in 2022 and 2023, European Hormone Day will be back on **Wednesday 24 April 2024**. This event brings together everyone with an interest in endocrine health and disease to promote a better understanding of the role of hormones in health and wellbeing – **#BecauseHormonesMatter!** Will you join us?



[Watch the video](#) for an overview of European Hormone Day and why hormones matter.

### Because Hormones Matter

Endocrinology is the study of hormones, which are essential for health and wellbeing. When hormones are out of balance or fail, this can lead to the development of chronic diseases such as diabetes, thyroid disorders, cancer, osteoporosis and obesity, and other health challenges such as infertility. There are also more than 400 rare endocrine conditions that affect millions of people in Europe, but often go undetected.

Despite scientific progress and increased awareness in some areas, there's still a lot more that can be done. European Hormone Day is an opportunity for us to work together to put hormones in the spotlight.

If you participate in European Hormone Day on social media, please use the hashtag **#BecauseHormonesMatter** – this is why we are all advocating for better understanding of hormone health and treatment. ESE encourages the use of this hashtag on related awareness days to build momentum around efforts to raise the profile of endocrine health and disease in Europe. You can find out more about this in the [Because Hormones Matter leaflet](#), first published for European Hormone Day 2023 and updated in the toolkit below.

You can also follow our new '[Because Hormones Matter](#)' Instagram account, where we'll be sharing more public-facing messages and celebrating the work of others in the endocrine community.

## When is European Hormone Day?

European Hormone Day be held slightly earlier this year – on **Wednesday 24 April** – giving you time to run activities locally and nationally before the [European Congress for Endocrinology](#) (ECE) on 11-14 May 2024 in Stockholm, Sweden.

At ECE we will be showcasing the activities undertaken by participants in European Hormone Day 2024 (so please share your videos and photos with us if you'd like to be included!). This will also be a chance for us to restate the policy asks in the [Milano Declaration](#) to MEPs and national politicians, share information on ESE's broader outreach activities, and highlight upcoming Awareness Days run by ESE's affiliated Patient Advocacy Group Members.

## What is the focus for 2024?

This year we're focusing on **raising public awareness of the vital role hormones play in health and disease**. This builds on the [Annex to the Milano Declaration](#), in which we shared 10 Recommendations for Good Hormone Health. While we need policymakers to create the conditions for endocrine health and advocate for the best possible treatment and care, there are also actions we can all take as individuals. The challenge is that not everyone understands the importance of hormone health or knows what these actions are.

So, for European Hormone Day, all are encouraged to promote the small steps everyone can take towards better hormone health. You can choose whatever themes and activities are most relevant to your own local community.

## How to get involved!

ESE and the ESE Foundation will promote European Hormone Day on social media and traditional media in the run up to the event and on the day itself. Whether you have a professional interest in promoting better diagnosis and treatment of endocrine disease, or a personal interest in understanding how to have better endocrine health, we hope you'll join us in spreading the word about the importance of hormone health in whatever way works for you, for example, by:

- Joining in the conversation on social media using the hashtags **#BecauseHormonesMatter** and **#EuropeanHormoneDay**
- Holding an online or in-person event with your community to promote the small steps everyone can take to achieve good hormone health.
- Reaching out to your local or national media to encourage coverage of European Hormone Day and explaining why hormones matter.
- Reaching out to "endocrine champions" who can help spread the word to wider (or specific) audiences in your community.

- Working with local organisations and groups in your country that can help reach public audiences.
- Talking to your policy makers (both at national and European level) and organisations who can influence policy – with this being an election year for the European Parliament, there is an opportunity to encourage candidates to support health policies that promote better hormone health, as outlined in the [Milano Declaration](#) and its Annex, and ESE’s 2021 White Paper, [‘Hormones in European Health Policies’](#).
- Telling us about your activities so we can help to promote them and feature them in our montage video at the European Congress for Endocrinology in May.

Here are a few activities that our friends in the endocrine community have already told us they’re planning. Maybe you could do something similar?



### How will ESE support you?

- We’ve published a new [public outreach toolkit](#) including updated infographics, animations, social media materials and awareness days calendar to help you spread the word online and in person – find the links below.
- Translations of these materials are available in the 10 most widely spoken European languages, plus updated versions in three additional languages translated by National Endocrine Society Partners last year.

- We will carry out public relations/communications activities to help share messages about hormone health with a wider audience.
- We're running a social media campaign covering the four key areas in our 2021 White Paper, '[Hormones in European Health Policies](#)': endocrine disrupting chemicals (EDCs), cancer, obesity and rare endocrine diseases. We'll also share information about why hormones matter on our new Instagram account, [@BecauseHormonesMatter](#) (come and connect!).
- And we'll be back with a "Because Hormones Matter" booth at ECE in May 2024, where we'll be sharing your stories from European Hormone Day.

### Public Outreach Toolkit for European Hormone Day 2024

The [public outreach toolkit](#) includes a selection of digital resources to make it as easy as possible for supporters and partners across Europe and beyond to participate. There are materials to share on social media or print out to use at events in the lead up to European Hormone Day and on the day itself. Print-ready versions have the appropriate layout, crops and bleeds for high-quality printing.

You can use any or all the resources and adapt them to fit your organisational or national focus. You can also use these after the campaign to continue the conversation about the importance of hormone health (materials are available with and without the date of European Hormone Day so you can use them year-round).

Key materials are available in the following languages:

- English ("base" language for all materials)
- Dutch
- French
- German
- Italian
- Polish
- Romanian
- Spanish
- Turkish
- Ukrainian

We have also updated translations provided by member societies last year with the new logo and date, including:

- Bosnian
- Hebrew
- Portuguese







**Download toolkit resources from the European Hormone Day website:**  
[www.europeanhormoneday.org](http://www.europeanhormoneday.org).

## What's in the toolkit?

- **'10 Recommendations for Good Hormone Health' materials** for wider public, including infographic for web and print, A2/A3 poster, and social media graphics
- Infographic explaining **'Why Hormones Matter'**, available for web and print and as an A2/A3 poster
- Social media graphics on the four policy themes – including animated gifs
- Leaflet on **'Because Hormones Matter'** along with updated calendar of awareness days
- Short and long animations on EHD and role of hormones in health and disease
- Logo
- Email signature
- Press release template to adapt for your organisation or country
- European Hormone Day profile picture frame for you to share with members and colleagues and add to your personal social media profile photos

## Tips for participating in European Hormone Day online:

Connect with ESE on social media to follow the campaign:

-  [European Society of Endocrinology](#)
-  [European Society of Endocrinology](#)
-  [@ESEndocrinology](#)
-  [@BecauseHormonesMatter](#)

Tag key people in your country or field to involve them in the conversation and tag ESE so we can share your posts and track the campaign.

And don't forget the hashtags! **#BecauseHormonesMatter** and **#EuropeanHormoneDay**

## Got questions?

Please email [info@ese-hormones.org](mailto:info@ese-hormones.org) if you have any questions.

Find out more [about ESE](#) and [about the ESE Foundation](#).

**#BecauseHormonesMatter**  
**#EuropeanHormoneDay**  
[www.europeanhormoneday.org](http://www.europeanhormoneday.org)