

# European Hormone Day

Because Hormones Matter  
23 May 2022



## Information guide

### What is European Hormone Day?

The [European Society of Endocrinology](http://www.eur-soc-endoc.org) (ESE), together with the [European Hormone and Metabolism Foundation](http://www.eur-horm-fund.org) (ESE Foundation), and in collaboration with [partner societies](#) will launch the first ever dedicated awareness day for hormones - European Hormone Day - on 23 May 2022.

European Hormone Day is an awareness-raising campaign for hormone health. The day aims to raise awareness amongst European and national policy makers, as well as the public, about the significant role hormones play in health and wellbeing, and in preventing, treating, and living with numerous illnesses, including some of the most prevalent diseases in the world.

By launching the European Hormone Day, European and national policy makers will become more aware of the importance of hormones and why they should pay closer attention to hormones when drafting policies that will a) improve the general endocrine health of the population, and b) create ways to address the societal and health challenges caused by some of the most prevalent diseases, but also a group of more than 400 rare diseases related to the endocrine system.

The launch of European Hormone Day coincides with ESE's annual Congress, the [European Congress of Endocrinology](#) (ECE 2022) which is being held in Milan, Italy from 21 to 24 May 2022.

### About Endocrinology – and Hormone Health

Hormones are biological messengers that travel throughout the body, telling our cells and tissues what to do. Endocrinology is the study of hormones which are essential for our everyday health and wellbeing.

Throughout our lifespan hormones regulate how we develop and grow, how our metabolism handles the food we consume, our sexual function and fertility, and even our mental and intellectual functioning. Our general health and wellbeing are determined by these messengers from the moment we are born to our final days of life.

When our hormonal systems become out of balance or fail, chronic diseases like obesity, diabetes, thyroid disease, cancer, osteoporosis, and infertility develop. Many rare diseases, including rare endocrine cancers, bone, and lipid and metabolic disorders can also be connected to failures in our hormone system. Despite the critical role hormonal health plays in all our lives, European and national health and research policies do not always adequately raise awareness of, and address, hormonal health.

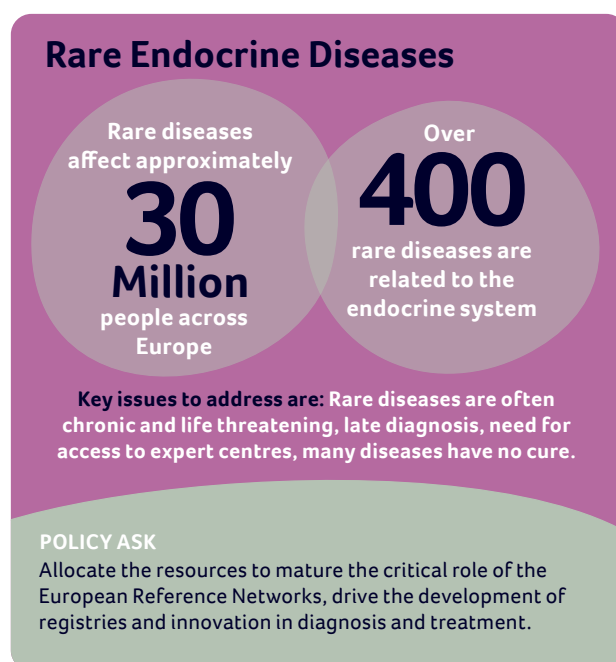
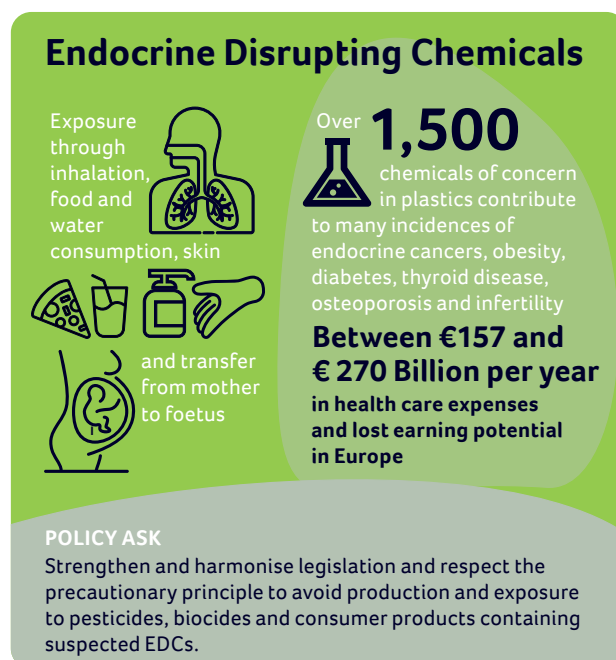
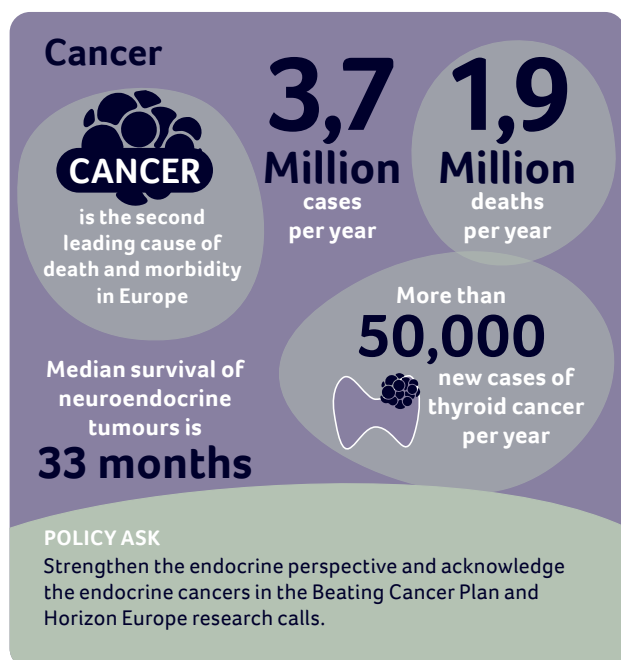
## The Challenge

The importance of hormonal health for the individual and the society is still to be fully recognised. This is essential if we want to achieve the objectives already set forward in several programs and policy ambitions that European and national authorities and institutions are setting forward as priorities.

The Cancer Mission and Beating Cancer Plan, The Green Deal, and the Chemicals Strategy for Sustainability, the EU4Health Strategy and the Healthy

Ageing Agenda, as well as the Commission's agenda around rare diseases and innovation of treatments in this area: all of these are highly relevant to endocrinology, and the endocrine perspective is highly relevant to the development of effective strategies and policies.

While all endocrine diseases deserve heightened attention, four key priority areas stand out in terms of current and future projected impact on European population health – obesity, Endocrine Disrupting Chemicals (EDCs), rare diseases and cancer.



For more information related to these four priority policy areas, please consult the ESE White Paper 'Hormones in European Health Policies: How endocrinologists can contribute towards a healthier Europe' (see [here](#)). Published in May 2021, and endorsed by 53 National and Specialist Endocrine Societies, this White Paper calls on all policy makers in Europe, including European institutions and national governments, to better recognise the important role of hormones in health policies.

## Recognising the key role of hormones in European health: 'The Milano Declaration'

**"Recognising the key role of hormones in European health: the Milano Declaration"** is another milestone for the European endocrine community and aims to further unite us in raising the voice of endocrinology at the national as well as the European level.

The Declaration reiterates some of the key messages from ESE's 2021 White Paper and has been drafted in close collaboration with European national endocrine societies and other partner societies. The Declaration presents some of the main challenges in the field of endocrinology and solutions to overcome them.

The aim of the Declaration is to encourage national and European policy makers to better integrate endocrinology in European and national health policies, including in national and European research funding schemes.

You can find the Declaration, along with a list of all those who have endorsed it, [here](#).

## What happens on European Hormone Day?

ESE and the ESE Foundation are planning promotion on social and traditional media in the run up to the Day and on the Day itself - centring around the European Congress of Endocrinology in Milan.

To maximise the reach and impact of the first European Hormone Day, material has been developed for use by all supporters and partners. The Milano Declaration will reinforce to policy makers what needs to happen to ensure that endocrinology and endocrine-related diseases are addressed in future policies and legislations.

To accompany the Declaration, social media activity will take place to further amplify the launch.

An [animation](#) has been developed about the European Hormone Day which will further educate policy makers about hormones and the [European Hormone Day infographic](#) illustrates the importance of hormones in wellbeing and health and the challenges faced.

## Inspiration for the European Hormone Day Logo



It is important that the logo tells a story which conveys how hormones and the hormone system act and work together and are also essential to a healthy and fulfilling life.

The shapes used in the final logo are an artistic interpretation of some of the glands of the endocrine system. The shapes morph from the initial - and more complex- gland shapes to overlap each other to show how hormones interact and that this balance between the hormones is important for overall health and wellbeing.

Similarly, to the shape of the logo, the colours used acknowledges the ESE and ESE Foundation colour palettes but creates its own identity to ensure that it stands alone. Each colour creates warmth and positivity which further propels the individual identity of the logo.

Here's how it was developed: [Short Animation](#).

## How can you support European Hormone Day?

Whether you are - or represent - a policy stakeholder, a patient support group or are an individual living with an endocrine disease, a health care or health care industry professional, a researcher engaged with the never-ending search for better diagnostics and cure, or just someone with an interest in having good endocrine health please join us and support European Hormone Day.

## Resources for you to use

The Toolkit includes various materials to use both online to gain traction for the launch, as well as the important [Milano Declaration](#), intended for policy makers, to raise awareness for endocrinology and the launch of the European Hormone Day.

### Here are the elements of the Toolkit for your use and suggestions about how to use it.

- The Milano Declaration with accompanying cover/endorsement letter for outreach to politicians. This will be formally published on 23 May on the ESE website. Find it [here](#).
- Content for Twitter, Facebook and LinkedIn. Find it [here](#).
- European Hormone Day social media visuals. Find it [here](#).
- Front of Infographic to be used for social media. Find it [here](#).
- Back of Infographic to be used for social media. Find it [here](#).
- Challenges separated to use as a single image/ social media post. Find it [here](#).
- Short and long animations to be used for social media. Find it [here](#).
- Press release to be adapted for national use. Find it [here](#).

For more information about the ESE, please visit [www.ese-hormones.org](http://www.ese-hormones.org)

For more information about the ESE Foundation, please visit [www.ese-foundation.org](http://www.ese-foundation.org)

For more information about European Hormone Day, please visit [www.europeanhormoneday.org](http://www.europeanhormoneday.org)



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### The majority of items in the Toolkit can be used on social media. How to use each item:

- The Tweets, Facebook and LinkedIn posts can be used in the lead up to and the day of the launch on social media.
- The European Hormone Day themed visuals can be used when posting content online/ social media
- The infographics can be used as a stand-alone piece on social media or can be used accompanying any post. Similarly, both animations could be used as a stand-alone post.
- The two hashtags **#BecauseHormonesMatter** and **#EuropeanHormoneDay** can be used for Twitter and LinkedIn posts.
- The publication of the Milano Declaration on 23 May should be used as an important timepoint to raise visibility of the field – so please look out for social posts and share, comment and tag in key people in your country

### On social media:

- You can follow us on Facebook, LinkedIn and Twitter to follow the campaign.
- You can share the campaign materials on social media to promote the campaign, using the social Toolkit [here](#).
- Use the hashtags **#BecauseHormonesMatter** and **#EuropeanHormoneDay** to join the conversation and help build online visibility around the launch.



[www.ese-foundation.org](http://www.ese-foundation.org)