



## Your Guide to European Hormone Day 2023

### European Hormone Day: 15 May 2023

European Hormone Day is back! After a successful launch in 2022, the European Society of Endocrinology (ESE), the European Hormone and Metabolism Foundation (ESE Foundation) and partners across Europe are marking the second dedicated awareness day for hormone health on 15 May 2023. Will you join us?

This guide provides everything you need to know about European Hormone Day, how to get involved, and how to use the resources [Toolkit](#) created especially for the campaign.

### What is European Hormone Day?

[European Hormone Day](#) brings together all those with an interest in endocrine health and disease to promote a better understanding of the role of hormones in health and wellbeing. The campaign aims to raise awareness of the importance of hormones in preventing and treating multiple conditions that affect millions of people across Europe.

By working together, we hope European and national health policy makers will pay closer attention to endocrine issues so that more can be done to improve endocrine health at population level, boost investment in endocrine research, and support those affected by endocrine disease.

This year, European Hormone Day takes place on 15 May, again coinciding with ESE's annual Congress, the [European Congress of Endocrinology](#) (ECE 2023). ECE takes place in Istanbul, Turkey, from 13-16 May 2023.

### 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 to raise awareness of and address hormonal health. Given that hormones affect such a wide range of conditions, it's vital that the whole endocrine community joins forces to push for change. European Hormone Day is an opportunity for us to work together to put hormones in the spotlight.

But European Hormone Day doesn't stand alone: there are many other endocrine-related campaigns that we can all add our voice to. This year ESE and ESE Foundation have published '[Because Hormones Matter](#),' a leaflet with a calendar of awareness-raising initiatives to help the endocrine community focus our combined efforts over the coming year. You will find a PDF download and printable version of the leaflet and calendar, plus A2 and A3 poster-sized versions of the calendar, in the [Toolkit](#) (and links below).

If you plan to participate in European Hormone Day on social media, please use the hashtag **#BecauseHormonesMatter** – because this is why we are all advocating for better understanding of hormone health and treatment. ESE encourages the use of this same hashtag on related awareness days to build momentum around efforts to raise the profile of endocrine health and disease in Europe.

### **A call for change**

Last year, 35 national and specialist endocrine societies endorsed "[the Milano Declaration](#)", published jointly by ESE and ESE Foundation on the first European Hormone Day in 2022. 'Recognising the Key Role of Hormones in European Health: the Milano 2022 Declaration', calls for stronger emphasis of endocrine perspectives in European health policies, as laid out in the [ESE White Paper on Hormones in European Health Policies](#) published in May 2021.

This year (2023), ESE and the ESE Foundation will publish an Annex to the Declaration, with [10 recommendations for good hormone health](#). This complements the call for change in the 2022 Milano Declaration to put hormones at the heart of health policy in Europe, with simple actions each of us can take to ensure better hormonal health. We encourage you to share this with your members, community and local and national health decision makers.

These 10 recommendations are also available as a public-facing infographic, poster, social media graphics, and animation. You will find these in the [Toolkit](#) (and links below).

### **How can you support European Hormone Day?**

ESE and the ESE Foundation will promote European Hormone Day on social and traditional media in the run up to the Day and on the Day itself. We will also be actively talking to MEPs in the European Parliament, those who influence policy across Europe including NGOs and Patient Advocacy Groups, as well as ESE's members and those who attend ECE 2023.

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 hormonal health in whatever way works for you, for example, by:

- Joining in the conversation on social media using the hashtags **#BecauseHormonesMatter** and **#EuropeanHormoneDay**
- Reaching out to your local or national media to encourage coverage of European Hormone Day and explain why hormones matter

- Holding an online or in-person event with your community to raise awareness of the importance of hormones in tackling prevalent and rare endocrine diseases
- Continuing to promote the Milano Declaration and urging health decision-makers to pay more attention to endocrine health and disease.

The overarching theme will be “Because Hormones Matter”, centred around the four key areas in ESE’s 2021 White Paper, [‘Hormones in European Health Policies’](#). These are: Endocrine Disrupting Chemicals (EDCs), Cancer, Obesity and Rare Endocrine Diseases. We invite you to focus on the area that feels most relevant to your work this year (or all four!).

## European Hormone Day Digital Toolkit

We’ve created a [Toolkit](#) of resources to make it as easy as possible for supporters and partners across Europe to participate.

The Toolkit includes 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. You can also use these after the campaign to continue the conversation about the importance of hormone health.

These are available to download from the European Hormone Day website ([www.europeanhormoneday.org](http://www.europeanhormoneday.org)).

Here’s what’s included in the 2023 Toolkit:

- [Annex to the Milano Declaration](#) with 10 Recommendations for Good Hormone Health, also available as an infographic ([online](#), [print](#) and [poster](#)), [10 social media graphics](#), and [animation](#)
  - [Bosnian translation](#) of the Annex to the Milano Declaration
- ‘Because Hormones Matter’ leaflet of awareness-raising initiatives ([online](#) and [print](#)) and calendar ([online](#), [A2 print](#) and [A3 print](#))
- [Logo](#) and [email signature](#)
- [Suggested content](#) for Twitter, Facebook and LinkedIn
- European Hormone Day social media [visuals](#) and [gifs](#)
- ‘Why Hormones Matter’ infographic ([long online version](#) and [printable 2-page version](#)) and [poster](#)
  - [French translation](#) of ‘Why Hormones Matter’ infographic ([online long](#), [print 2-page](#))
  - [Spanish translation](#) of ‘Why Hormones Matter’ infographic
  - [Bosnian translation](#) of ‘Why Hormones Matter’ infographic
  - [Hebrew translation](#) of ‘Why Hormones Matter’ infographic ([online long](#), [print 2-page](#))
- [Short](#) and [long](#) animations about European Hormone Day to be used on social media
  - [French translation](#) of long animation
  - [Bosnian translation](#) of long animation
  - Hebrew translation of [long](#) and [short](#) animations
- [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
- Visit [ESE shop](#) for European Hormone Day merchandise
- Visit [AMEND shop](#) from one of our EHD partners for European Hormone Day merchandise

You can use any or all the resources and adapt them to fit your organisational or national focus.

You will find print-ready versions of the European Hormone Day infographics, posters and calendar in this [folder](#). These versions have the appropriate layout, crops and bleeds for high-quality printing.

#### **Tips for participating in European Hormone Day online:**

- Follow ESE on Facebook, LinkedIn and Twitter to follow the campaign
- Share and comment on posts using the hashtags **#BecauseHormonesMatter** and **#EuropeanHormoneDay**
- Tag key people in your country or field to involve them in the conversation
- Please also tag ESE so we can share your posts and track activity.

#### **Got questions?**

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

For more information about European Hormone Day, please visit

[www.europeanhormoneday.org](http://www.europeanhormoneday.org)

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)

**Together we will continue to raise  
awareness of why Hormones SHOULD  
matter to everyone!**