

NEWS RELEASE

Contact: Victoria Withy
Head of Membership, Marketing and Communications
European Society of Endocrinology
Phone: +44 (0) 7761 800855 media@ese-hormones.org

Hormone champions help World Hormone Day 2026 reach millions worldwide

Clinicians, researchers and patient voices came together to help people around the world understand why hormones matter.

World Hormone Day 2026, organised by the European Society of Endocrinology (ESE), took place on 24 April. The campaign brought together the endocrine community across more than 38 countries and in 23 languages to raise public awareness of the vital role hormones play in health and disease, with an estimated global reach of over 225 million people.

This year's campaign saw fantastic levels of engagement from hormone champions who shared short videos on social media, explaining hormone health in ways people could easily understand and relate to. Wider activity included newspaper interviews and articles, social media posts, live events, webinars, radio interviews, podcasts, blogs and TV appearances.

In total, more than 120 organisations took part, including national endocrine societies, patient advocacy groups, specialist endocrine societies, industry organisations, the clinical community, hormone scientists and researchers and many individuals.

Now in its fifth year (and second year globally), the campaign's success highlights growing momentum behind efforts to improve understanding of hormone health.

Wiebke Arlt, President of the European Society of Endocrinology, says:

"ESE would like to thank everyone who helped make World Hormone Day 2026 a success. It's encouraging to see participants around the world focus on different aspects of hormone health and make the conversation relevant to their own communities and countries.

At a time when online health information can be confusing or misleading, clear, expert-led information is a great way to help people understand hormones and the simple steps they can take for better hormone health. This is especially urgent as endocrine diseases become more common. Let's keep the momentum going – because hormones matter."

World Hormone Day will return on 24 April 2027, but work continues to keep hormones in the spotlight year-round. Throughout Europe and worldwide, there are many awareness days, events and campaigns dedicated to endocrine-related health and disease that deserve

attention. The endocrine community is encouraged to use the hashtag #BecauseHormonesMatter to support and amplify those campaigns.

More information is available at www.worldhormoneday.org. You can also follow Because Hormones Matter on [Instagram](#) and on our [new Facebook page](#).

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About endocrinology

Endocrinology is the study of hormones. When hormones are out of balance or fail, this can lead to the development of prevalent chronic diseases such as diabetes, thyroid disorders, cancer, osteoporosis and obesity, and other health challenges such as infertility. Despite their impact, these conditions are often underdiagnosed and undertreated.

About the European Society of Endocrinology

The European Society of Endocrinology (ESE) provides a platform to develop and share leading research and best knowledge in endocrine science and medicine. By uniting and representing every part of the endocrine community, we are best placed to improve the lives of patients. With over 5,400 individual members and through the 50 National Societies involved with the ESE Council of Affiliated Societies (ECAS) ESE represents a community of over 20,000 European endocrinologists. We inform policy makers on health decisions at the highest level through advocacy efforts across Europe.

To find out more about ESE, please visit www.ese-hormones.org.

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