 

Date

Dear INSERT TITLE,

**Join us in supporting World Hormone Day – 24 April 2025**

[Introduce your organisation]

I am writing to invite you to support the first-ever World Hormone Day, which takes place on Thursday 24 April 2025. Building on the success of European Hormone Day over the last three years, the campaign now has a global focus to further raise awareness of the vital role of hormones in preventing and managing chronic diseases such as diabetes, thyroid disorders, cancer and obesity, as well as many rare diseases. It’s also an opportunity to draw attention to the effect of environmental factors on human health, such as endocrine-disrupting chemicals (EDCs).

[Name of your organisation] is joining the European Society of Endocrinology (ESE), the European Hormone and Metabolism Foundation (ESE Foundation), and partners around the world in highlighting the small steps we can all take towards better hormone health.

**Why hormones matter**

Endocrine-related conditions are on the rise. For example, in Europe: [You may like to complement or replace these with national statistics]

* There are 80,000 new cases of thyroid cancer each year
* One in six people experience infertility
* Almost six in ten adults and one in three children live with overweight or obesity, which is a chronic relapsing endocrine condition
* Over 1,500 EDCs contribute to cancer, obesity, diabetes and other endocrine conditions, causing up to €270 billion in healthcare costs and lost earning potential across Europe.

ESE and the ESE Foundation have published 10 Recommendations for Good Hormone Health, with small actions everyone can take to improve their hormone health.

**How you can support World Hormone Day 2025**

To drive meaningful change, we need policymakers such as yourself to advocate for and support policies and programmes that will promote endocrine health and research at a much larger scale.

**We would very much welcome your support to share the message that hormones matter,** for example, by joining in the conversation online. [Add specific suggestions for the recipient to support your WHD activities]. Information about taking part in the World Hormone Day 2025 campaign, including a social media toolkit, can be found at [www.worldhormoneday.org](http://www.worldhormoneday.org).

**We also invite you to endorse the Milano Declaration** and help raise the profile of hormone health and disease in [your country] and Europe. [“Recognising the Key Role of Hormones in European Health: the Milano Declaration”](https://www.ese-hormones.org/what-we-do/outreach/european-hormone-day/the-milano-declaration/)was published by ESE and the ESE Foundation on the first European Hormone Day in 2022, and summarises some of the main challenges in the field of endocrinology in Europe along with seven specific policy steps to overcome them. To date, it has been endorsed by 60 partner organisations and 13 current or former Members of the European Parliament.

After your endorsement, ESE and [your organisation] will add your name to the endorsement on our websites and we will share this news on our social media channels. If you’d like to issue a short statement or video to support the cause, that would be very welcome.

With your support, we can keep topics like EDCs, cancer, obesity, fertility and rare disease high on the agenda and ensure that the necessary policy measures will be implemented to improve population health – **#BecauseHormonesMatter**.

If you have any further questions or comments following the above, I would gladly discuss these with you.

Thank you for your time.

Kind regards,

[name, title, contact details etc.]