



**World Hormone Day**  
Because Hormones Matter  
24 April 2025



**European Society  
of Endocrinology**  
The voice for endocrinology

## World Hormone Day 2025: The policy angle – a joint effort

### Using World Hormone Day to drive policy change

[World Hormone Day \(WHD\)](#) aims to increase awareness of the vital role of hormones and ultimately improve endocrine health worldwide. While WHD 2025 will again focus on helping individuals realise the small steps they can take towards better hormone health, raising awareness among policymakers remains important to drive change on a much larger scale. WHD is an ideal opportunity to reach out to policymakers and encourage them to support health and research policies that promote endocrine health.

To help you get started, this guide:

- 1) Summarises the current and upcoming EU health and research debates relevant for our community
- 2) Provides ideas to help you engage successfully with policymakers
- 3) Gives an overview of WHD materials to support your communications with policymakers and other stakeholders.

### A new European Commission and Parliament – what are they working on in 2025?

Here are some key EU health policy debates currently shaping the agenda. These are important to be aware of and consider as useful discussion points when engaging with policymakers:

- The [European Health Data Space \(EHDS\)](#) regulation (adopted on 21 January 2025) will facilitate the exchange of data for the delivery of healthcare across the EU and aims to benefit medical research by providing a new system for the processing and re-usage of health data. Now that the legislation has been adopted, we can expect a rather lengthy and probably complex implementation process within the different Member States.
- The [Pharmaceutical Package](#) aims to make the European pharmaceutical industry more competitive and to strengthen investment in medicinal products where research is most needed, but investment is riskier. Debates are ongoing at the EU level around data exclusivity, market access for generics and [unmet medical needs](#). ESE has been contributing to the hard work of the [Biomed Alliance in Europe](#) to monitor and influence this file where needed, especially when it comes to unmet medical needs.
- The negotiations for the new [Toys Safety Regulation](#) are in their final stage with negotiations being expected to be finalised in the first or second quarter of 2025.

While the European Parliament is supportive of a comprehensive ban on EDCs in toys, the Council, consisting of the EU Member States, is more hesitant. ESE has been actively supporting the European Society for Paediatric Endocrinology to help change the course of the debate and ensure children are better protected from harmful chemicals.

- The European Commission is expected to publish the proposal for the next **research framework programme FP10** on 1 July 2025, after which the European Parliament and Council will start the legislative debate. Along with our partners, ESE plans to actively engage with the different stages of the negotiations towards FP10 through meetings with key stakeholders and public statements explaining the importance of endocrine research. At the core of its efforts will be the upcoming publication and dissemination of [EndoCompass – Research Roadmap for Better Hormone Health](#).
- The second upcoming legislative debate crucial for endocrine health, is the long overdue publication of the **REACH – Registration, Evaluation, Authorisation and Restriction of Chemicals** revision. While it is positive that a revision may finally be published, there are concerns that the revision would mainly be a simplification of the current rules and focus less on protecting human and animal health from harmful chemicals. ESE and partners have frequently shared their views with policy makers as how our community thinks such a revision should look like. We will continue to do so this year through meeting with different departments of the European Commission and several Members of the European Parliament (MEPs). We also intend to publish a position paper in close collaboration with ECAS and other partners. (A more detailed summary of the REACH debate is in the [Policy Toolkit](#).)

**To stay up to date with the latest policy developments** at the EU level relevant for the European endocrine community, consider subscribing to the three times yearly [EARS Newsletters](#). ESE members automatically receive these in their inbox.

### **How to engage with policymakers at the local, regional, national or European level**

It is useful for policymakers at all levels (local, regional, national or European) to hear a wide range of voices to help them understand the issues that affect their constituency. Engaging with policymakers can be done individually, as part of an organisation, or as part of a larger coalition of different organisations.

The most effective approach will often depend on the issue at stake and the resources you have available. Below are six suggestions to consider:

- 1) **Personal or virtual meeting:** Request a meeting to discuss hormone health or a related issue. Clearly explain why it matters to their constituency, prepare a structured agenda, and allow time for the policymaker to share their views. Knowing where they stand will help you tailor future messages.

- 2) **Write a formal statement or letter:** An open letter or statement from your organisation can help you reach a wider audience. Publish it on your website, share it on social media, issue a press release, and send it to the policymakers who are best placed to help you achieve your goals. Consider collaborating with other organisations to strengthen your message.
- 3) **Organise an event:** Hosting a policy-focused event can be an effective way to raise awareness, build relationships and mobilise your community. Always make sure there is a concrete outcome such as a joint statement or report and share this with anyone you would like to influence or connect with.
- 4) **Join relevant groups and committees:** Consider becoming part of a relevant advisory group, platform or committee working on the issues that matter to you. Engaging in public consultations can help shape policy, though it's important to be selective and focus on those most relevant to your cause.
- 5) **Social media and press:** Policymakers, especially politicians, are often active on social media. Respond to their posts and tag them in your own posts to bring your organisation and issue to their attention. Use the **#BecauseHormonesMatter** hashtag so others following the campaign can help amplify your message. Traditional media can also be effective – press releases and interviews can help highlight key issues. Your chances of success will be higher if you have a specific hook you can link to, such as World Hormone Day!
- 6) **Campaign:** Depending on your goals and resources, you could combine some of these strategies to maximise impact. Reaching policymakers through multiple channels increases the likelihood of action.

### **How to get in touch with your local, national and European political representatives**

You can often find details for local and national politicians on official government websites. Many Members of Parliament have personal websites or social media profiles with contact information. Finding officials who work on your issue can be more challenging, but many ministries/regions/municipalities have directorates that could help you on the way. A quick phone call to the relevant department is often the best way to find the right person.

Contacting MEPs is relatively easy as the European Parliament website is quick to navigate with an [excellent search option](#) through which you can easily find the most appropriate MEPs to contact/connect with.

### **Using World Hormone Day as a hook for policy outreach and engagement**

World Hormone Day is a key moment to reaffirm political support for endocrine health. A major part of this effort is the “Milano Declaration”, which was launched on the first European Hormone Day in 2022.

[‘Recognising the key role of hormones in European Health: the Milano Declaration’](#) sets out what we need policymakers to do to improve hormone health in Europe, and its principles

and calls to action remain relevant today. To date, thirteen MEPs have endorsed the Milano Declaration and used social media to further spread the message that hormones matter. The Declaration should be shared with as many policymakers as possible, with an invitation to endorse it.

Here are a few ways to connect with policymakers on and around World Hormone Day:

- Reach out to your local and national politicians – ask them to endorse the Milano Declaration and for their ongoing commitment to support health and research policies that promote hormone health
- Tag your politicians in relevant social media posts so they can join in the conversation easily
- Invite policymakers to relevant online or in-person events so they can hear first-hand why hormones matter
- Encourage your members and wider community to reach out to their political representatives
- Join WHD and help spread the word to a wider audience! The more people who understand why hormones matter, the more success we will have in keeping the issue high on the political agenda.

### **How ESE will support you**

To facilitate policy outreach, ESE has developed a World Hormone Day Policy Toolkit with useful resources all in one place. This toolkit consists of the following:

- The [Milano Declaration](#) and its annex
- Template letter to ask your local politicians to support the Milano Declaration
- Key messages on the importance of hormone health for both individuals and society for you to share
- Update on the present status of chemical legislation relating to EDCs (including PFAS and REACH) and the critical decisions needed to address these important issues
- Links to the [World Hormone Day Public Outreach Toolkit](#), with visual materials that can be shared by policymakers on social media on or around WHD.

Please keep ESE informed of your activities and let us know if your national politicians support the cause. If you'd like support or advice when reaching out to policymakers, please ask! You can contact the ESE Public Affairs Team at:

- Dirk De Rijdt, Director of Strategic Partnerships – [dirk.derijdt@ese-hormones.org](mailto:dirk.derijdt@ese-hormones.org)
- Mischa van Eimeren, EU liaison Officer – [mischa.vaneimeren@ese-hormones.org](mailto:mischa.vaneimeren@ese-hormones.org)

**European Society of Endocrinology**

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