



World Hormone Day: Because Hormones Matter

Fariduddin M¹

¹Md. Fariduddin, President, Association of Clinical Endocrinologist and Diabetologist of Bangladesh; Founder Chairman, Department of Endocrinology, Bangladesh Medical University, Dhaka, Bangladesh; Cell: +880 1711 847389, email: dr.md.fariduddin@gmail.com, ORCID ID: <https://orcid.org/0000-0002-7537-0933>

Hormones are fundamental regulators of human life. From intrauterine development to ageing, they influence growth, metabolism, reproduction, cognition, cardiovascular function, bone health, stress response and energy balance. Yet, despite their central biological role, public understanding of hormone health remains limited. Many endocrine diseases remain silent for years, present with nonspecific symptoms, or are misunderstood because of social stigma, misinformation, or reliance on unscientific treatment. World Hormone Day therefore provides an important opportunity to bring endocrine health into public discussion and to promote accurate, practical and evidence-based messages for the community.¹

European Hormone Day (2022 - 2024), now World Hormone Day, has been observed globally on 24 April since 2025. It has emerged as a major international awareness initiative of the endocrine community.² The campaign, promoted under the theme “Because Hormones Matter”, reminds us that hormone-related disorders are not confined to rare or highly specialised conditions. They include some of the most common and burdensome health problems of our time, such as diabetes, obesity, thyroid disorders, osteoporosis, infertility, polycystic ovarian syndrome, adrenal and pituitary disorders, endocrine cancers and many rare endocrine diseases. The European Society of Endocrinology has highlighted that better public understanding of hormones can encourage healthier lifestyle choices, support earlier detection of endocrine disease and improve health outcomes.^{3,4}

This message is especially relevant for Bangladesh. The country is facing a growing burden of noncommunicable diseases and diabetes, obesity, thyroid disease, metabolic disorders, reproductive endocrine problems and bone health disorders are increasingly encountered in clinical practice.^{5,6} The burden is not only medical; it is psycho-social and economic. Endocrine diseases affect children, adolescents, adults, pregnant women and older persons. They influence school performance, fertility, work productivity, pregnancy outcomes, long-term cardiovascular and renal risk, and quality of life. For

many patients, easy diagnosis results in preventable complications and avoidable healthcare expenditure.^{3,6}

The Association of Clinical Endocrinologist and Diabetologist of Bangladesh (ACEDB) has observed World Hormone Day and Bangladesh Hormone Day with the aim of translating scientific knowledge into public awareness.⁷⁻⁹ Through press briefings, public messages, academic discussion, media engagement and community-oriented activities, ACEDB has tried to communicate a simple but important message: hormone disorders are common; many are treatable, and several risks can be reduced through timely diagnosis, healthy lifestyle and care from an endocrinologist. The public response and media visibility of these activities indicate that endocrine health is no longer a subject limited to clinics and academic meetings; it is a public-health priority.

However, awareness must be responsible. Public communication on hormones should avoid exaggeration, fear-based messaging and unscientific claims.^{3,4} The endocrine community has a duty to provide clear and balanced information. People should understand that not every symptom is due to a hormone problem, not every hormone test is necessary, and not every advertised “hormone treatment” is scientific. At the same time, the public should know when to seek medical advice: unexplained weight change, growth failure or excessive growth in children, delayed or early puberty, menstrual irregularity, infertility, goitre, symptoms of thyroid dysfunction, recurrent hypoglycaemia, uncontrolled diabetes, hypertension at a young age, osteoporosis, adrenal or pituitary symptoms, and suspected endocrine disorders during pregnancy are important clinical situations that deserve proper evaluation management.

World Hormone Day also reminds us that prevention is part of endocrine care.¹⁻⁴ Regular physical activity, healthy diet, appropriate body weight, adequate sleep, stress management, avoidance of tobacco, rational use of medicines, adequate iodine intake, bone health awareness, and reduction of unnecessary exposure to endocrine-disrupting chemicals and plastic are all relevant to hormone health. These messages are simple,

but their implementation requires cooperation among clinicians, public-health experts, policymakers, educators, families, media and patient groups.³⁻⁵

For Bangladesh, another major priority is to strengthen endocrine services beyond major urban centres. Many endocrine conditions can be diagnosed and treated effectively if primary-care physicians, internists, gynaecologists, paediatricians and other specialists are sensitised to early warning signs and appropriate referral pathways. Training, guideline dissemination, multidisciplinary care and rational laboratory use are therefore essential. Academic organizations such as ACEDB have an important role in this process through continuing medical education, development of clinical recommendations, patient education materials and support for research relevant to the Bangladeshi population.⁷⁻⁸ Establishment of national institute of endocrinology is time demanding.

The scientific agenda is equally important. Bangladesh needs more local data on the epidemiology, presentation, treatment access and outcomes of endocrine diseases. Our Journal JACEDB can contribute by providing a platform for locally relevant research, case-based learning, clinical practice updates, and public health perspectives. Evidence generated in Bangladesh will help clinicians to counsel patients more appropriately and help policymakers design context-sensitive interventions.

Endocrinology is inherently collaborative. Hormone health intersects with cardiology, nephrology, hepatology, reproductive medicine, oncology, paediatrics, psychiatry, public health, nutrition, environmental health and primary care. Therefore, the future of endocrine care depends not only on stronger specialist services, but also on partnership. ACEDB's World Hormone Day activities reflect a broader commitment to awareness, education, clinical excellence and responsible public communication. This commitment naturally aligns with international efforts to improve endocrine health and creates opportunities for academic exchange, shared educational resources, research collaboration and joint advocacy with regional and global endocrine societies.

World Hormone Day should not remain a single-day observance. It should become a year-round movement for better endocrine literacy, earlier diagnosis, safer treatment and stronger health systems. The task ahead is

clear: to bring hormones into the centre of public-health conversation while preserving scientific accuracy and professional responsibility. ACEDB remains committed to this mission and to working with all stakeholders who share the goal of improving endocrine health for the people of Bangladesh. Since April 2024, ACEDB has observed Hormone Day in collaboration with the European Society of Endocrinology to strengthen endocrine health awareness in Bangladesh.⁹

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