The Society doesn’t just respond to media stories with expert reactions - we also work proactively to highlight the latest innovative research in our journals.

BY PROMOTING NOTEWORTHY RESEARCH TO JOURNALISTS, WE CAN INFORM A BROADER AUDIENCE ABOUT ADVANCES IN ENDOCRINE SCIENCE AND HEALTHCARE RESEARCH.

1. In January, a review in *Endocrine Connections* by David Kristensen and colleagues (Copenhagen University Hospital) linked exposure to paracetamol during pregnancy and negative effects on the fertility of female offspring. It was released to the press by the Society press office, along with independent comments from our Media Ambassadors for journalists. Over 80 media stories were generated in 20 countries. Although an animal study, the implications of this research for public health were highlighted, along with the fact that further investigation is needed.

2. Last December, Phil Lowry and Russell Wood (University of Reading) published research in *Journal of Molecular Endocrinology*, which also hit the news thanks to a Society press release. This work indicated how morning sickness may be the sign of a healthy pregnancy. UK newspapers jumped at the chance to reassure the Duchess of Cambridge, who was experiencing a severe form of morning sickness, that ‘it was all OK’!

3. During the Society for Endocrinology BES conference 2017 in Harrogate, the Society prepared a number of press releases on the exciting work that was being presented. One featured a study by Janet Lord and Khaled Al-Tarrah (University of Birmingham) on the potential of vitamin D to aid in burn healing. This really caught the media’s attention and generated more than 150 stories worldwide. In addition, Professor Lord appeared on Health Check, a radio show on the BBC World Service.

Are you interested in sharing your expertise to help improve science and health reporting? Find out more about Media Ambassadors, and how to become one, at [www.endocrinology.org/outreach/public-engagement/opportunities](http://www.endocrinology.org/outreach/public-engagement/opportunities).