following the success of last year’s inaugural event, Biomedical Science Day 2018 is expected to be bigger and better, shining an even brighter spotlight on contributions and achievements, which all too often go unacknowledged outside the laboratory.

Taking place on July 19, the birthdate of IBMS founder Albert Norman, it takes the theme “at the heart of healthcare”, focusing on the role biomedical scientists play in the healthcare journey. From the newborn heel prick blood test, to the monitoring and treatment of diseases and infections, their work behind the laboratory doors is the foundation on which clinicians base their diagnoses and plan treatment.

Laboratories across the UK and beyond will be marking the occasion, by hosting lab tours, putting up promotional displays, reaching out to schools, taking part in competitions and organising family fun days.

Get involved
And the IBMS is making it as easy as possible to get involved. Ideas and information can be found at biomedicalscienceday.com, including templates for press releases and invitations, and members can order free promotional materials.

The IBMS is also supporting Harvey’s Gang this year. To celebrate NHS 70 they are aiming for at least 70 hospitals to take part in the initiative, so check the website for more information on how to connect with this charity which helps hospital labs provide tours for poorly children.

Following the success of last year’s lab selfie photo competition, which brought in more than 300 submissions, the IBMS is also organising more fun competitions this year. It is looking for the best Biomedical Science Day themed cakes, biscuits, or other baked creations in the biomedical bake-off competition, and photos demonstrating how members are “at the heart of healthcare”, with prizes across six different categories. For details of how to enter, visit the IBMS website.

Don’t forget to contact the IBMS on the day via social media, using the hashtags #AtTheHeartOfHealthcare or #BiomedicalScienceDay2018 to help promote your events and spread the word about the vital work you do.

Last year, IBMS social media posts were seen by 166,398 people on the day – and this year the aim is to reach many more.

Engage with people
Taking part is well worth the effort, as one of last year’s participants attests. Ellen Whiteside is a biomedical scientist based at Blackpool Victoria Hospital, which took part in the first Biomedical Science Day.

Staff organised an information stand in the main hospital entrance, with leaflets to take away and a quiz for children, which attracted huge interest from the general public and hospital staff too.

She says: “We were able to engage with people really well – most people didn’t know what we did or that we even existed.”

She says their efforts are paying off; helping to generate a “lot more interest in what we do”, and that has been built on with further engagement activities through the year.

“It is massively worth doing. Anything that brings us out of the shadows and brings people together can only be positive. It helps people understand what
BIOMEDICAL SCIENCE DAY 2017 IN NUMBERS

**The Institute’s dedicated website page attracted 834 visits.**

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**The IBMS sent out 49 Albert Norman birthday cards to members born on 19 July.**

49

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**166,198 people saw IBMS social media posts on the day.**

166,198

1

Last year was the first ever Biomedical Science Day

+300

More than 300 people sent in lab selfies.

294

people supported the IBMS Facebook profile ribbon campaign.

“IT’S MAKING THEM AWARE OF WHO WE ARE, WHAT WE DO, AND THE ROLE WE PLAY IN THEIR HEALTHCARE”

“We’ve been really encouraged by the number of people who have been visiting the website, and the number of people who have been sending in their selfies. It’s been a really positive day, and we’ve had a lot of feedback from people who have enjoyed the day.”

Carol D’Souza, a Principle Lecturer in Haematology, West Hertfordshire Hospitals NHS Trust, spearheaded the launch Harvey’s Gang tours is at Watford General Hospital.

One of the latest laboratories to one the Biomedical Scientist based at Victoria Hospital in Fife, which many professions in the NHS find demoralising. This is a unique opportunity for us to promote what we do and give some insight into what goes on behind the scenes.”

Naideen Ferrer, a Specialist Biomedical Scientist based at Victoria Hospital in Fife, is helping to organise an awareness-raising fun day at the hospital entrance, with a host of activities inside and out. She says: “For a long time, labs have gone unseen and unseen, which can be demoralising. This is a unique opportunity for us to promote what we do and give some insight into what goes on behind the scenes.”

The team is organising activities for children including insulating plates using safe alternatives like jelly and yoghurt, a photo booth, with props to help them look like biomedical scientists, and an augmented reality device, which will allow children to scan and “see inside” each other’s bodies.

“We will also take the opportunity to break down the silo working within which many professions in the NHS find themselves operating. We hope this is a great success for all participating on the day, and that July 19 2018 will be a day to say ‘I was there and I am proud to say I am a biomedical scientist’, ”

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**BREAKING DOWN SILOS**