This year Biomedical Science Day will be held on Thursday 20 June. Once again, we want our members to celebrate their work in biomedical science and show patients, hospital staff and the public the vital role they play in healthcare. Free with this month’s edition of The Biomedical Scientist you’ll find a poster to put up at work to help encourage colleagues to take part.

Fun and interactive stands
Nothing says Biomedical Science Day like a fun and interactive stand. We love to see displays in reception areas and lobbies – where the hospital’s largest footfall can engage with biomedical science activities, information and freebies. A charity bake sale is a great way to attract people, as are activities involving science and microscopes.

We are also excited to have launched our SuperLab activity magazine for children aged 7–11, helping them to learn that scientists work in hospitals and are a big part of healthcare services. For Biomedical Science Day, you’ll receive some with your box of promotional materials so that you can give them out to any children who come to your stands or on your laboratory tours. If you plan to visit primary schools to promote biomedical science, then you can order more from us via ibms.org/public-engagement.

Lab tours
Laboratory tours are the most immediate and effective way to inform people about the profession. Everybody loves to see what happens behind the scenes – not to mention that they can empower patients and strengthen interdisciplinary team work and communication. However, there are health and safety issues surrounding certain laboratory practices and spatial issues in some laboratory set-ups. Before you commit to giving tours, talk to your laboratory manager and make sure they are practical in your department.

Resources and freebies
Members can order our Biomedical Science Day event packs, which include posters, leaflets, placards, fluffy bugs, stickers and badges. To order your box, please complete the online application form located in the resources section of our Biomedical Science Day website biomedicalscienceaday.com. To ensure we can complete all orders in time, requests for Biomedical Science Day goodies must be received by Thursday, 6 June.

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Unique stories
Hosting tours and exhibiting on stands are great for raising awareness on a local level, but to reach wider audiences you need a story. We have standardised press releases and social media posts available in the resources section of our website, so that you can publicise your events to local media and your social media followers. However, to gain the interest of national media, you will need an angle. Perhaps you are making the switch to digital and can showcase the future of the NHS. Maybe changes to your laboratory have had a positive impact on patients with a diagnosis that gains media attention. Perhaps you have a connection who can draw a crowd. The presence of an MP or a celebrity often draws extra attention to a press release.

Activity fund
If you are planning to organise a big event for Biomedical Science Day, consider applying for the Biomedical Science Day Activity Fund. The fund provides grants of up to £500 for IBMS members to develop their biomedical science related activities and events. Please complete our online application form (biomedicalscienceaday.com) by Friday, 17 May.

Most importantly…
Have fun! Go out there and show people what a wonderful profession you are a part of!