

President's Blog 9th March 2020

So, Blog Number 6.....

2020 is certainly proving to be a challenging year so far. We've had storms, flooding and now we are asked to wash our hands whilst singing Happy Birthday twice to avoid Covid 19. I hope you all keep safe and healthy.

Well, it's been a very busy few weeks since I "blogged" last. At the end of Feb, I met remotely with a group of our Past Presidents to check in with their perspectives and wisdom on our newly reviewed business strategy and to explore the College of Audiology position and our workforce challenges. This insight will help Board along with the outputs from the forthcoming Heads of Service meeting to decide what our focuses should be over the next year.

March continues to be a very active month. We started with World Hearing Day and have moved onto Healthcare Science week, not to forget International Women's Day. It's great to see that we have been very active on our social media platforms. BAA will be taking part and supporting the Careers Event 2020 at Aston University, Cochlear Implant Champion day at BCIG conference and of course the Heads of Services day. Dr Michelle Foster (our HCS Board lead) and I will attend the Chief Scientific Officer annual conference where we are looking forward to hearing about the "working differently" strategy. We are staying close to the Healthcare Science agenda and what that means for audiology in the People Plan. We expect to bring you more news initially at the Heads of Services day.

On behalf of BAA and audiology, I have written to Staffordshire & Stoke on Trent CCG regarding their opinion seeking exercise on their "Making difficult decisions" consultation. The CCGs are including rationalisation hearing aid fitting to mild losses in their considerations for cost-saving amongst such things as assisted conception, removal of excess skin after weight loss, breast augmentation and reconstruction and sterilisation. Along with The Alliance, we have positioned the importance of hearing intervention and await the outcome of this consultation. [Click here to read the letter.](#)

So, what else have we been up to?

We are still keen to strengthen our regional representation in Scotland and Northern Ireland. We welcome any interested members to take up these opportunities. We will also be looking for 3 new board members this November, so if you want to contribute to developing and adding value to our profession don't sit and just think what you would do ... come and do it!

Our Vice-Chair Kath Lewis will be leading on ensuring that BAA informs and support all home nations within the UK and will become the lead contact for the Scotland Tinnitus Advisory Group, travelling up to Falkirk in April to support their next meeting.

Finally, with a big drum roll and a massive thanks to Victoria Adshead, there is an announcement on the BAA Website that our new website will launch 1st April 20. This is no April Fool we are serious, having resolved some issues on the integration of our members' database we are very excited to launch our new look website. Look out for more news on this.

Remember you can email me directly president@baaudiology.org