

BRITISH ACADEMY OF AUDIOLOGY

ANNUAL REVIEW

APRIL 2021- MARCH 2022



Our mission:

To be the leading professional body for Audiologists within the UK

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01625 290046

admin@baaudiology.org

www.baaudiology.org

BOARD REPORT

Welcome to the Annual Report of the British Academy of Audiology for the financial year April 2021 to March 2022.

The Board of Directors is responsible for the overall strategic and operational work of the BAA. Board Directors look after specific work areas and act as liaison between a committee or work group and the Board. The Board has thirteen directors, supported by Victoria Adshead, Marketing & Communications Manager.

Your Board of Directors for the 2021-2022 financial year



Kathryn Lewis
President



Samantha Lear
Vice President & EDIA Lead



Barbara Gregg
Treasurer



Kieran Joseph
Shadow Treasurer & Projects



Heather Dowber
Policy & Campaigns



Dr Saima Rajasingam
Education, Accreditation & Registration



Susannah Goggins
Conference



Laura Finegold
Regional Groups



Rebecca Anderson
Professional Development



Dawn Bramham
Publications & Communications



Saira Hussain
Early Professionals



Jason Smalley
Service Quality Committee



Lauren Willis
Membership Secretary

These are your BAA Board Directors at the end of the financial year 21/22. Two new directors were elected to serve their first term, starting in November 2021.

Find out more about your Board here:
www.baaudiology.org/board



Victoria Adshead
Marketing & Communications Manager

PRESIDENT'S WORDS

I am pleased to present this report which covers April 2021 to March 2022.

This was another challenging year that we have all been through, with both difficult situations arising that BAA have been involved in and some very positive things that we have been working on.

As I said last year, I am truly privileged to work with an amazing Board who are keen to deliver you the very best a professional body should, and I want to thank them and all the amazing volunteers on their committees and groups for the hours they put in and for the work that comes out from their committees. We reviewed our workstreams and groups and have been focussing on quality standards, education and training and policy which defines our strategy for the next few years.

We welcomed new Board members at the 2021 conference in Manchester. Our new board members are Saima Rajasingam, who steps into Education, Accreditation and Registration Director role, and Kieran Joseph who has been shadowing Barbara Gregg our Treasurer in readiness to take on the Treasurer role. He has also taken on some of the special projects which needed his skillset and focus. Our other Board directors continue to work on the strategic plans and delivering on projects throughout the year.

We continue the strong emphasis on CPD for BAA members and we now have a huge webinar resource for you, which is continually updated. Our Regional meetings have continued online and have been a successful way for members to join any regional meeting and listen to the great presentations and updates from Board. I want to thank our Regional Representatives for the hard work they put into the meetings and Laura Finegold, our Board Director for Regional Groups, who continues to support the reps in delivering the online meetings.

Our EDI group have been working on some guidance for us to use in our services and this will be an ongoing work. Have you caught any of the Early Professionals videos? Look on the website. We need to encourage and support our early professionals as they are the important people for our future.

Victoria Adshead, our Marketing and Communications Manager continues her amazing amount of work to support Board and, as she joins most meetings she has a wealth of information that has helped steer us in the right direction and make sure we provide the best content for you, our members.

We have continued to develop our partnerships and working collaborations that helps us to broaden our focus in Audiology. These include NHSE, BCIG, RNID, HCPC, IDA, NDCS, ENT UK, BSA, BSHAA, AIHHP, BIHIMA, Hearing and Deafness Alliance and many others. We have meetings with our partners at various times during the year and work closely with other groups.

HTS was relaunched and revamped in April 2021. The small team led by Helen Martin have worked extremely hard to refresh this fantastic scheme with updated content and modules as well as make sure more examiners are in place. More modules have been added during this reporting period.

Please look at the work our groups are doing. I am always heartened that these volunteers put so much into your professional body. This is because they care about our profession and wish to see it continue to develop and grow.

Our end of year accounts shows that BAA maintains a healthy financial position. Your Treasurer, Barbara will cover this in more detail in her report.

I am looking forward to the year ahead. I finish my term as President at our AGM in October. I will step into the Past President role and look forward to supporting Samantha Lear, as she takes over as our new President. She will be supported by Barbara Gregg, our new Vice President.

K. M. Lewis

LOTHIAN REVIEW

Unfortunately, we cannot write about April 2021 to March 2022 and not mention the BAA Lothian review. Much of the second half of 2021 was dominated by this work. We were commissioned to undertake an independent clinical audit and governance review of the services at NHS Lothian Paediatric Audiology department, in response to the recommendations of the Scottish Public Services Ombudsman report, published in May 2021.

Most of you will be aware that our Independent Review found systemic failings which led to some babies and children being undiagnosed or significantly delayed in diagnosis and appropriate treatment.

The audit was completed by an Independent Review Panel of twelve professionals from England, Scotland and Wales, with significant knowledge and expertise in Paediatric Audiology. The governance review was completed by two senior leaders in audiology and governance. The audit of the Health Board's Paediatric Audiology case load covered 2009 to 2018, with some areas extended to include patients up until 31st August 2021.

The Review Panel findings were extensive, with 36 recommendations to improve the Paediatric Audiology Service to ensure it is both safe and fit for purpose. The BAA supported NHS Lothian Health Board to implement some of the recommendations from the review.

The Governance Review team, whilst offering many recommendations for improvement, were keen to emphasise that the NHS Lothian Paediatric Audiology team were, and continue to be, friendly, hardworking and supportive of each other. They are keen to offer the best service they possibly can to children within the area. The department has a clear structure of roles and responsibilities, with evidence of regular team and multidisciplinary meetings and evidence of good communication both internally and with other departments.

Departmental facilities were found to be good, with excellent new soundproof facilities. Many elements of good practice were seen during clinical observation and most appointments and audiological procedures were carried out in accordance with appropriate guidelines. The Lothian team has been working hard throughout the year to implement the report recommendations.

Members of our Board have shared professional learnings with our membership and the wider profession, to ensure the lessons learned are understood and that other services across the home nations are offering a quality-first service to patients. Two education days were held in Scotland, for all audiologists to come together, learn from and support each other. Further paediatric education days were held in England and Northern Ireland.

As a professional body, the BAA (with appropriate partners) developed and published guidance to support Paediatric departments to provide outstanding services for babies, children and young people.

The BAA continues to seek to ensure audiology staff who raise whistleblowing concerns about clinical care are supported appropriately. Wherever they might be.

STRATEGIC GOAL 1

A STRONG VOICE FOR AUDIOLOGY

Provide leadership to influence national direction and policy

Joint Guidance for Audiology & Otology during Covid-19

One of the most important documents created by the BAA, with partners in the profession, was the Joint Guidance. This document continued to be updated throughout this financial year. We must thank Sue Falkingham for her ongoing work on this guidance for BAA.

Joint working with other groups

Collaborative work continued to play an important part in BAA output in 2021. Relationships with RNID, BCIG, the Ida Institute, NHS England and many other organisations contributed significantly to the work of the BAA in the last twelve months. BAA likes to play an active role in the Hearing Alliance and will look to push forward to achieve more with that professional group in the year ahead.

BAA paused its involvement in College of Audiology discussions in November 2019; with no further activity on this topic for the BAA over the past two years. However, we will now look to put the College discussions back on our agenda in the year ahead, to try to make progress for our members.

Policy & Campaigns

A key focus for BAA this year was the start of work on a UK Audiology Strategy. Our Board Director for Policy & Campaigns gathered key personnel from across the four nations for workshops on Training and Education, Service

Innovation and Quality. Key themes are being taken to the next stage of this work.

Conference returned in 2021

We were delighted to be able to hold our annual conference face to face again in 2021.

We listened to comments/feedback from previous conference delegates and sponsors to make slight alterations.

The conference was well attended. There was a fantastic buzz across the two days, as people were excited to be out and about again with their colleagues after all the Covid lockdowns. We received some great feedback from the two days.

One of our keynote speakers was Dr Patricia Oakley, who spoke about 'Pivot to the future: How can we make the new NHS work for us?' She said audiology services will need to embrace and take advantage of the strategic changes now rolling through the NHS. Her talk suggested we should focus on the implications of the UK Science Strategy; the NHS's Data and Research Strategy; the Early Diagnostics and Imaging Centre Development Programme; the AI Centres of Excellence Programme; and for the English, the proposed NHS Reforms. Major service developments to watch in terms of how they are successfully orienting to the new agenda, including in: Genomic Medicine & Therapeutics; Stem-cell Technologies and Bio-engineering; 3-D Printing Technologies and Bio-materials; Big Data; and the Predictive Analytics service.

STRATEGIC GOAL 2

PROMOTING EXCELLENCE IN CLINICAL PRACTICE

Being the driving force for improving the quality of services

Service Quality Committee (SQC)

The SQC was successful in recruiting five new members to the team last year. We thank Lesley Peplow, Rachel Bowman, Lauren Parry, Samantha Davis and Bev Hearne for stepping up and complementing the existing team.

During the year of this report, the SQC produced and published Infection Prevention and Control Guidance for Audiology services. The team also provided a popular webinar to cover some key areas of the document.

The team continued its document review work, with the Remote Fitting Guidance receiving a refresh. The existing guidance for direct referral to audiology started its update process. And an addendum was added to the Reasonable Adjustments Guidance

All the work involved in the Lothian Review kicked-started a year of paediatric focus for BAA. SQC produced draft paediatric quality standards, provided webinars on paediatrics.

Several magazine articles were published by the SQC team, including how audiology services should be meeting the accessible information standard.

Education, Accreditation and Registration (EAR)

It was all change for the EAR committee this year and we were delighted to welcome Dr Saima Rajasingam as the new EAR Board

Lead in November 2021. EAR is one of the bigger portfolios of the BAA committees. Saima has already revamped the whole committee and introduced four new workgroups with group leads in place, and aims and expected outputs agreed. Please have a look at the EAR page on the website.

Cochlear Implant Champions Scheme

Resources developed over the past twelve months include: The role of the Mentor; Managing expectations during CI referral counselling; and the BAA/BCIG factsheet for patients.

CI Champs annual training was held on 11th May, 2021 as a virtual event alongside BCIG. The online platform offered useful features and was extremely well attended, with 90 CI champions registered.

In September 2021 a new and much larger CI Champions committee was formed. The committee includes Champions, Mentors and professionals with an interest or background in CI referral.

A patient management system audit tool, devised to support identification of adults suitable for CI, was made available to all services by BCIG in 2021. This 'Crystal Report' has been several years in development and is a combination of work by Cochlear, Auditdata, CI Champions and Mentors from around the country.

Trainee network INTEGRATE are now planning to use the audit tool in a multi-site audit of CI referral, Details can be found here: <https://entintegrate.co.uk/circa>

STRATEGIC GOAL 3

SUPPORTING MEMBERS AS PROFESSIONALS

Supporting Audiologists in training, education and CPD

Professional Development (PD)

The PD committee met for the first time in April 2021. A lot of progress has been made in this first year as a new committee, thanks to some fabulous new volunteers on the team.

Mentorship: The Mentorship scheme was relaunched and we currently has 13 Mentors and 15 Mentee's. The scheme has been well-received by both Mentors and Mentee's alike.

Equivalence Resources: New website content and video/written testimonials developed for BAA members.

Preceptorship: A sub-committee of BAA members formed a working group to develop Preceptorship framework. This will be published very soon.

Webinars: Multiple webinars were organised and facilitated across various audiology specialisms, such as vestibular, paediatric, cochlear implants and deaf awareness. The **Cochlear Implant Champions** group also sits under the PD remit (see report over page).

Higher Training Scheme (HTS)

The HTS, our modular, in-service professional development scheme, had a complete relaunch on 1st April 2021. The HTS has been made more accessible and flexible to meet the needs of our current workforce and patient needs.

There were nine different modules available covering paediatrics, balance, tinnitus, and more advanced auditory assessment and rehabilitation. A tenth module was added at the end of the year, for Cochlear Implants.

The Higher Training Scheme benefits all. Heads of Service can support and develop their own experts; audiologists can use it to progress in their career; students can take the next step after their PTP; and ultimately our patients benefit from a highly skilled team of professionals.

Early Professionals and Students

Our EP Committee continued creating their great resources to support their peers. A series of top-tip articles were published online and in the magazine for our EP community. New EP recruit, Fizah, also made some Tik-Tok videos providing insights into audiology.

The team are collating a range of hearing aid videos to support EPs with different hearing aid manufacturers products. The first podcasts have started to appear on the EP pages.

A highlight in the EP calendar this year was our Careers Week which featured 15 guest speakers across 5 days talking about a huge range of roles in UK audiology. These can all be viewed again in our Knowledge Hub.

Regional Groups

We recruited to fill vacancies and held events in the following regions: Wales, London, Scotland x 2, Yorkshire, South East, Midlands, Northern Ireland and the North West. These allowed us to disseminate information from the IDA Institute Patient Centred Care training held pre COVID).

STRATEGIC GOAL 4

DELIVER A SUSTAINABLE ORGANISATION

Maintain and grow as a viable membership body

Treasurers Report - Income and Expenditure

	<u>2022 (£)</u>	<u>2021 (£)</u>
Turnover	493,636	161,875
Administrative expenses	(532,360)	(209,519)
Operating (deficit)/surplus	(38,724)	(47,644)
Interest receivable and similar income	4,827	4,989
Other gains and losses	9,857	42,875
(Deficit)/surplus before taxation	(24,040)	220
Tax on (deficit)/surplus	-	-
(Deficit)/surplus for the financial year	(24,040)	220

Our 2021/22 income and expenditure rose again to pre-pandemic levels, helped by the return of our annual conference. Usually, a very small profit is made from conference, but this year we decided to invest in getting more people to the event with a buy one get one free offer for the first 75 members who registered. Therefore, we made a small loss on conference this year.

Membership and EDI

Time was spent gathering information from different sources and developing our membership questionnaire to find out more about who are members are and what they would find useful/ where we should pitch our resources- people like me, CPD logs, webinars, Horizons, etc. Meetings were held with an EDI specialist, alongside a small committee, to make sure the BAA is fit for purpose.

The EDI membership Survey was sent out and analysed in the hope of making our benefits and aims more specific to our members. Details from this survey were shared at conference and in the BAA magazine. The infographic is on the BAA website.

Considerable time was spent changing our membership sign up online form. To enable us to analyse our membership and see if we are representative of our members and the wider audiology profession, first we needed to capture that data about our members. Therefore new questions and categories have been added to our membership form. We would encourage all existing members to login and update their personal information.

Just as we started the new financial year, a new member benefit was added with online access to the International Journal of Audiology. And the ability to pause your membership has also been introduced for those that need to take a career break for a limited period of time.

THANK YOU

April 2021 – March 2022 was a phenomenally busy year for the BAA Board and our committees. All the audiologists, researchers and educationalists in our groups are volunteers for BAA and we would like to offer our sincere thanks to everyone who gave so much of their time to support the work of the British Academy of Audiology.

We thank you for all for being members.

Thank you to our amazing volunteers on the following committees:

- Conference
- Early Professionals
- Education, Accreditation & Registration (inc the Higher Training Scheme team)
- Professional Development
- Pubs & Comms
- Regional Groups
- Service Quality Committee

Special thanks to the following people:

The British Academy of Audiology would like to thank several specific people who have now completed their terms of office on our Board, Committees, or needed to step down for personal reasons.

At our AGM in November, we had to say goodbye to two Board members at the end of their terms of office. Lizanne Steenkamp, one of our Education, Accreditation & Regulation Board Leads completed the maximum two terms on Board. Dr Tim Wilding left us after three years as Joint Board Lead for EAR with Lizanne. Thank you for all your hard work for BAA, Lizanne and Tim.

The Conference team said a sad goodbye to Alex Griffiths-Brown. Alex contributed significantly over the last eight years to the Scientific Programme content and, of course, the party planning. Our previous conference lead said of her, "Alex was immense and did a lot of the party planning and prop making!"

Over the last year the Early Professionals team said farewell to Jack Allum, Victoria Sawyer, Harriet Withey and Nabila Akhtar. Thank you for fabulous contributions EPs!

Unai Martinez stood down from the CI Champions committee in April 2022 and Linor and Ann-Marie stood down this year also. The BAA Board of Directors would like to thank Unai, Linor and Ann-Marie for their valuable contribution to the BAA/BCIG CI Champions Committee. Without the countless hours and dedication to educating others, the CI Champions committee would not be the successful scheme of mentors and champions it is today.

We also must thank Ann-Marie for her time on the Service Quality Committee. Her two terms on there culminated in her chairing it for the last year. Thank you Ann-Marie.

Equality, Diversity, Inclusion & Accessibility Survey

The improvement of Equality, Diversity, Inclusion & Accessibility within the British Academy of Audiology is a priority for the Board of Directors. The EDIA survey, which members have completed over the summer months of 2021, is a fundamental aspect of our newly-formed EDIA committee's work to understand our members' views and lived experiences. The following is a brief overview of the early results currently being reviewed.

NO. OF RESPONSES

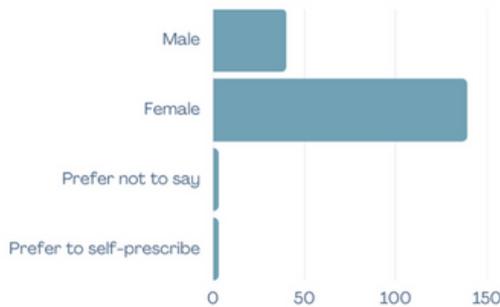
185 of you responded to our Equality, Diversity, Inclusion & Accessibility survey this Summer. That's nearly 10% of our membership - thank you.



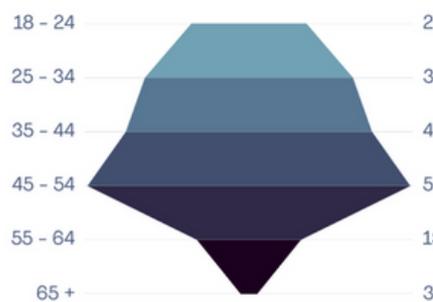
SURVEY AIMS

1. To understand our current membership better
2. To understand lived experiences of inequality
3. To investigate training opportunities regarding EDI
4. To better include those who are under-represented in our field

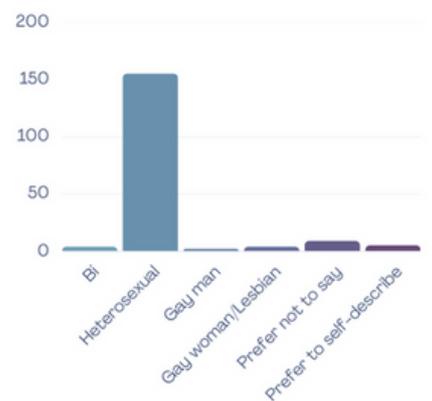
GENDER



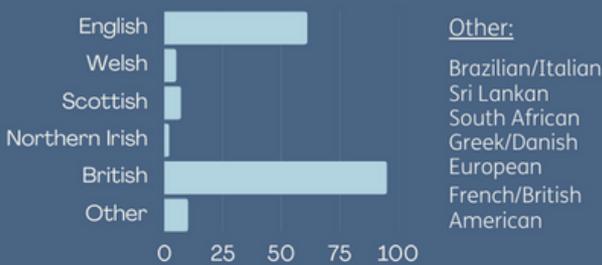
AGE RANGE



SEXUAL ORIENTATION



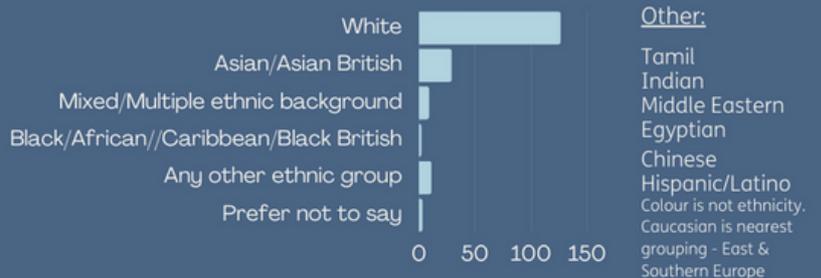
NATIONAL IDENTITY



Other:

Brazilian/Italian
Sri Lankan
South African
Greek/Danish
European
French/British
American

ETHNIC BACKGROUND



Other:

Tamil
Indian
Middle Eastern
Egyptian
Chinese
Hispanic/Latino
Colour is not ethnicity. Caucasian is nearest grouping - East & Southern Europe

DISABILITY OR SERIOUS HEALTH CONDITION



REASONABLE ADJUSTMENTS OR ACCESSIBILITY REQUIREMENTS?



Adjustments or accessibility requirements needed by 16 respondents

Have you ever felt disadvantaged or discriminated against due to your protected characteristics in your career?



Have you ever felt disadvantaged or discriminated against due to your protected characteristics in the BAA?



Have you ever observed a colleague, patient or student experiencing disadvantage or discrimination due to their protected characteristics?



BAA 2021-2022 IN NUMBERS



- 13 Board Directors
- 5 Full Board meetings
- 12 Exec Board meetings
- 7 Committees
- 100 Volunteers
- 50+ meetings

BAA members and volunteers



BAA Online - webinars and meetings



- 28 Webinars with invited guest speakers
- 1,618 members registered on webinars
- 2 x face to face education days

- Annual conference
- 2 days with 3 tracks
 - 35 guest speakers
 - 540 delegates
 - 106 Posters

BAA Communications



6,201 followers
427 tweets
355,901 impressions
28,575 profile visits



1,348 followers

4 editions of BAA News published




4,600 members
64% female
25-34 age group most active
Saturdays most popular time



5,300 followers
146,000 unique impressions

26 e-newsletters shared with members



BAA website
<http://www.baaudiology.org>





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admin@baaudiology.org
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