

## BAA President Blog – 9<sup>th</sup> March 2026

Last week was World Hearing Day and as part of events for this I attended a day at Manchester University to discuss the BSA's newest guidance on Deaf Awareness. A group of professionals from professional bodies, Universities and some of the authors of the guidance discussed the challenges we face in improving the accessibility of our services and training our current and future workforce.

It was an insightful day, with plenty to discuss and digest. It really struck home that one of the best ways to learn and share information is through story-telling – it has worked for centuries. Hearing the lived experience stories that day is probably the part most people will remember for the longest. For clinicians, many will be able to tell you at least one patient's or family's name whose story has stayed with them and shaped how they practiced.

For me that was Callum and his family. His parent's story of their experiences through his first days of life and subsequent diagnosis of his deafness changed the practice of our whole department. It completely changed how we managed the appointments around the diagnosis, and how we shared the news with families.

Currently we have a placement student in the practice I work in and this week one of my patients took the time to sit down and explain to her what it felt like to be deaf.

Frieda is 87 years old and has a severe loss that she has had since being a teenager. It was apparently the highlight of the student's day, and she went off to make notes about it straight away. For what seemed like a simple appointment of checking ears and cleaning aids, the impact that this had for Frieda was she could now go and have lunch with her friend, who was very ill, feeling confident she would be able to hear her. Some stories are worth making space for.

I feel that making time to hear our patient's, client's and colleagues' stories is vital – it reminds us of why we do what we do, where we can improve and the impact we make. I think we all need a bit of that right now.

*"You can change the world just by sharing your story." – Barak Obama*

With best wishes,

Claire Benton  
BAA President

As always, you can contact me or any of our board directors here: [admin@baaudiology.org](mailto:admin@baaudiology.org)

Interested in joining a committee? Complete this, please: [Expression of Interest form](#)

Read our [Joining a BAA Committee Policy](#)