

The main theme for the World Health Organisation's 2024 World Hearing Day was about Changing Mindsets. Recently, we have been reflecting on that for UK Audiology. Indeed, our Bamford Lecture at our annual conference in November challenged us all to consider our mindsets, attitude and approach to quality, and our audiology practice.

If you work as a healthcare provider, you don't turn up to work intending to do a bad job. However, have you properly sat down and considered whether you can evidence if you are actually doing a good enough job?

BAA has made the Bamford Lecture recording available for all to watch, and I would encourage you to take a look [here](#) when you have 40 minutes.

BAA Board Directors have been heavily involved in the audiology review work over the last twelve months, contributing across the different subgroups in Scotland and now England. Vice President, Claire Benton, says in the forthcoming BAA magazine, "What is happening now is a huge opportunity for all of us. We have got the attention we need to make the necessary changes to make wholesale improvement across all areas of Audiology. However, this is not going to be done by others for us, or indeed by the few volunteers currently working on this. To get the change we need, all of us will have to do our part. It being difficult is not a reason to do nothing."

The NHS England Standard Contract for 2024/2025 has now been published, and the technical guidance has made recommendations for all ICBs to develop Service Development Improvement Plans (SDIP) with all