

# A Musical Voyage

The Power of Music for Care Recipients and Caregivers

What does music mean to you?

Feelings

Events

**MEMORIES!**

Emotions

People

# Senior Companion Program

- ♪ Corporation for National and Community Service
- ♪ Seniors 55 and older
- ♪ No longer in regular work force
- ♪ Volunteer between 15 and 40 hours a week
- ♪ Receive a stipend for time, meals and mileage
- ♪ Outcomes are companionship and respite
- ♪ Offer meaningful activities to care recipients such as reading, walking, mindful coloring, listening to music....

# What is Music and Memory?

- ♪ MUSIC & MEMORY<sup>SM</sup> is a non-profit organization that brings personalized music into the lives of the elderly or infirm through digital music technology, vastly improving quality of life.
- ♪ We train nursing home staff and other elder care professionals, as well as family caregivers, how to create and provide personalized playlists using iPods and related digital audio systems that enable those struggling with Alzheimer's, dementia and other cognitive and physical challenges to reconnect with the world through music-triggered memories.
- ♪ By providing access and education, and by creating a network of MUSIC & MEMORY<sup>SM</sup> Certified organizations, we aim to make this form of personalized therapeutic music a standard of care throughout the health care industry.

# History of Music and Memory

- ♪ Executive Director Dan Cohen founded Music & Memory with a simple idea: Someday, if he ended up in a nursing home, he wanted to be able to listen to his favorite '60s music. He'd heard a recent news report about how iPods have grown so popular. Why not bring used iPods as well as new ones into nursing homes to provide personalized music for residents?
- ♪ When Dan had his brainstorm in 2006, he discovered that none of the 16,000 long-term care facilities in the U.S. used iPods for their residents. Drawing on his background in leveraging technology to benefit those who would otherwise have no access, he volunteered at a local nursing home in Greater New York, creating personalized playlists for residents. The program was a hit with residents, staff and families, and became the prototype for a bigger effort.

# How Does Personalized Music Make A Difference?

- ♪ Music helps to reduce depression and anxiety and can also moderate pain.
- ♪ Musical favorites tap deep memories and can improve quality of life.
- ♪ Participants are happier, more social and receptive to care and family visits.
- ♪ Personalized music can help to reduce reliance on anti-psychotic, anti-depressant and pain medications.

# Who Can Benefit?

Anyone can benefit from the power of listening to musical favorites. The program is often effective for a variety of impairments and disorders:

- ♪ People with Alzheimer's and other forms of dementia
- ♪ Individuals who are bed-bound, on dialysis or ventilators
- ♪ People with chronic pain
- ♪ Those receiving hospice care

## The Most Awarded Documentary - 2014

THE **Doctors**

The New York Times

n p r

USA  
TODAY

CNN

M  
S  
NBC

abc

[guardian.co.uk](http://guardian.co.uk)

As featured in...

ALIVE **INSIDE**

Official Selection 2014

**sundance**  
film festival

# ALIVE INSIDE



# Music & Memory

Uses **digital devices** and **personalized music playlists** to provide a therapeutic music program to individuals with cognitive, intellectual and/or physical challenges.

Care organizations are **certified** and staff are **trained** to offer the program to clients they serve.

**Personalized music is also being utilized by family caregivers who are caregiving for their loved ones at home.**

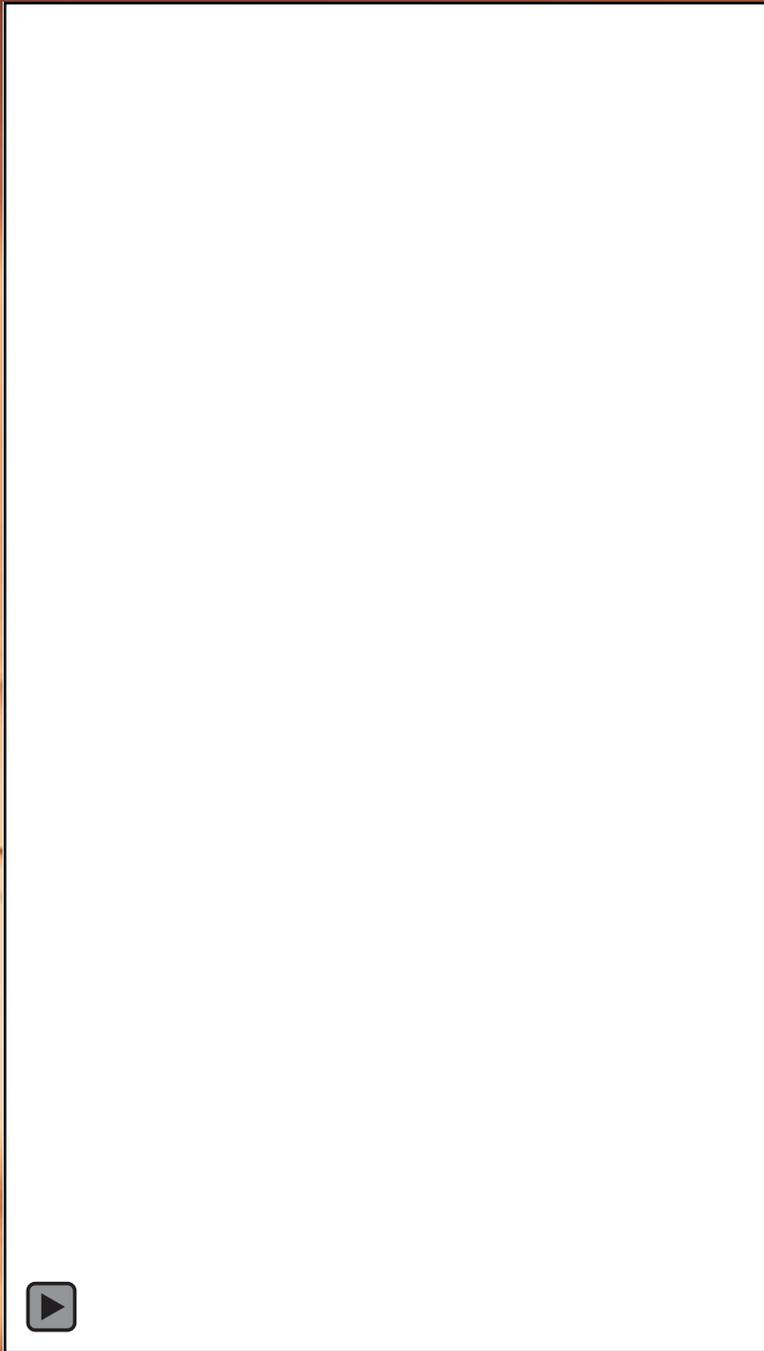
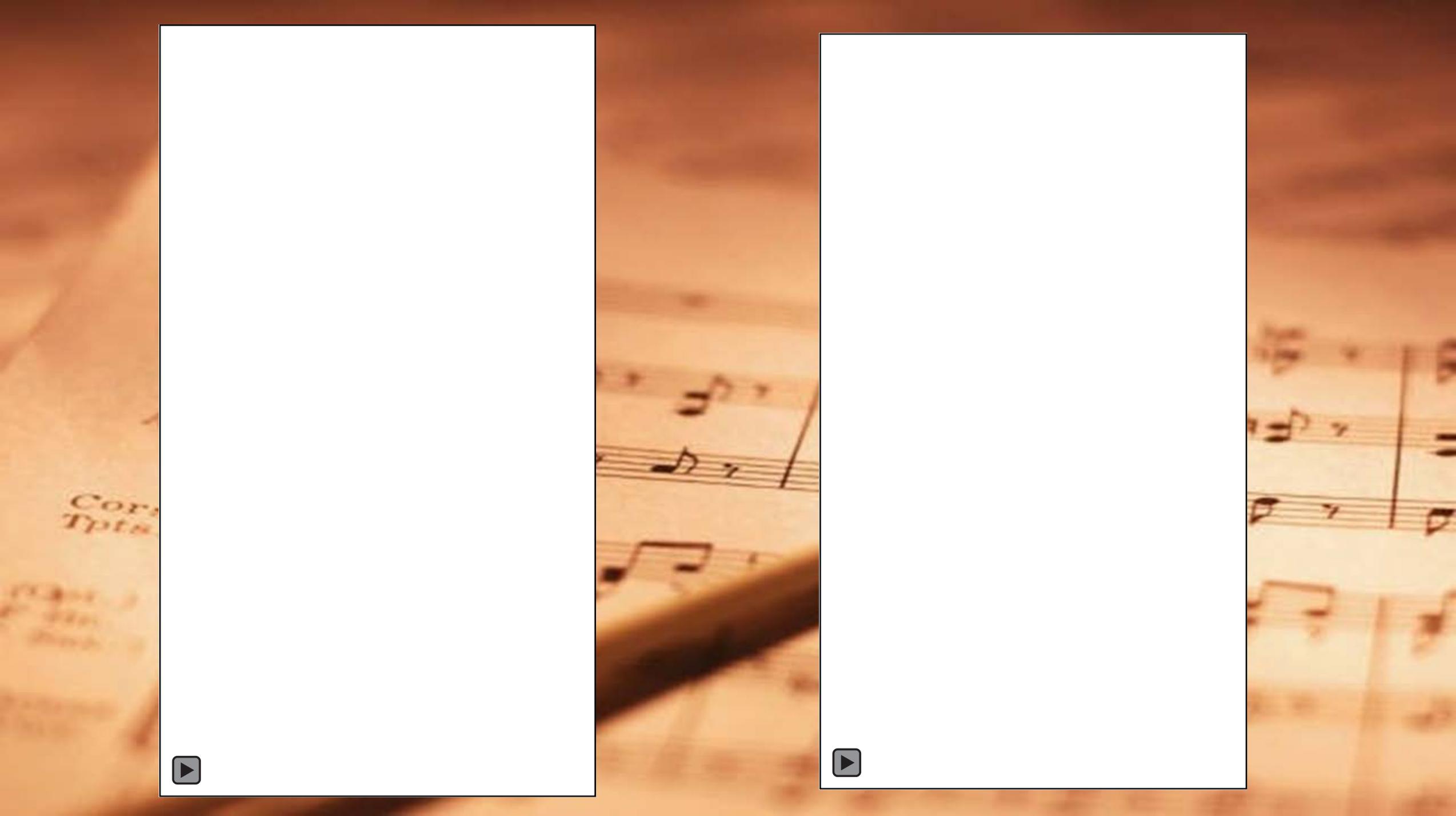


The ongoing research and evaluation through Music and Memory's work in Care Organizations show consistent results.

- ♪ Participants are happier and more social.
- ♪ Relationships among staff, participants and family deepen.
- ♪ Everyone benefits from a calmer, more supportive social environment.
- ♪ Staff regain valuable time previously lost to behavior management issues.
- ♪ There is growing evidence that a personalized music program gives professionals one more tool in their effort to reduce reliance on anti-psychotic medications.

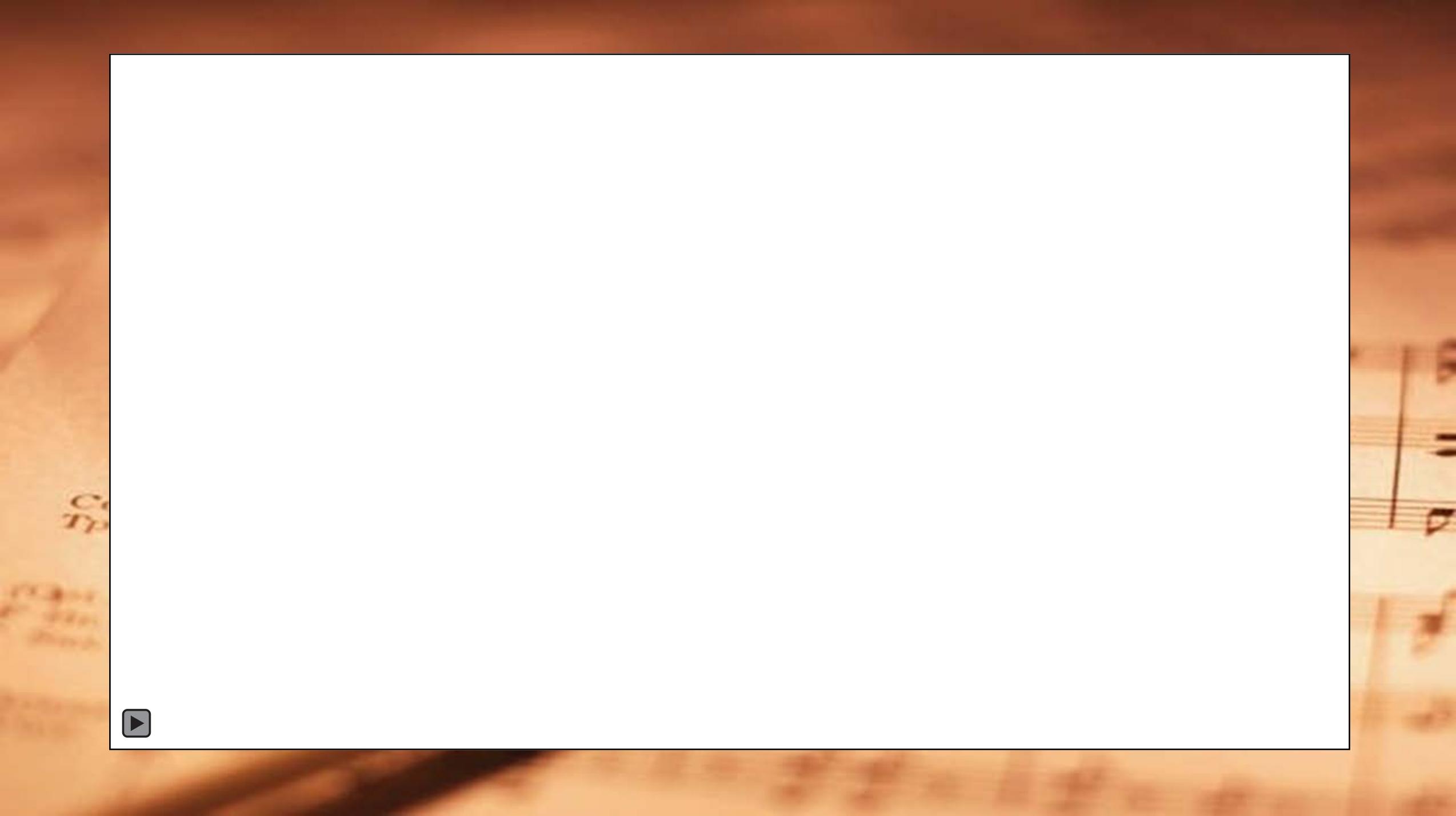
# Senior Companions and Music and Memory

- ♪ Grant opportunity to fund equipment and certification in January 2017.
- ♪ TRC completed the certification process in February 2017.
- ♪ The Senior Companion Volunteers become the music detectives for each care recipient involving families with informative questionnaires.
- ♪ Senior Companion Volunteers are trained how to set up personalized music playlists delivered on iPods for those in their care.
- ♪ The TRC provides the M&M equipment to share with the families using this service.
- ♪ The Senior Companion Volunteers play the music as part of a therapeutic and meaningful activity while volunteering.



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# Benefits for Family Caregivers

- ♪ Increase participation in therapies and activities
- ♪ Save time & increase efficiency of care
- ♪ Help decrease falls
- ♪ Helps redirect behaviors
- ♪ Provide more meaningful personal connections
- ♪ Enhance family relationships
- ♪ Positive experience

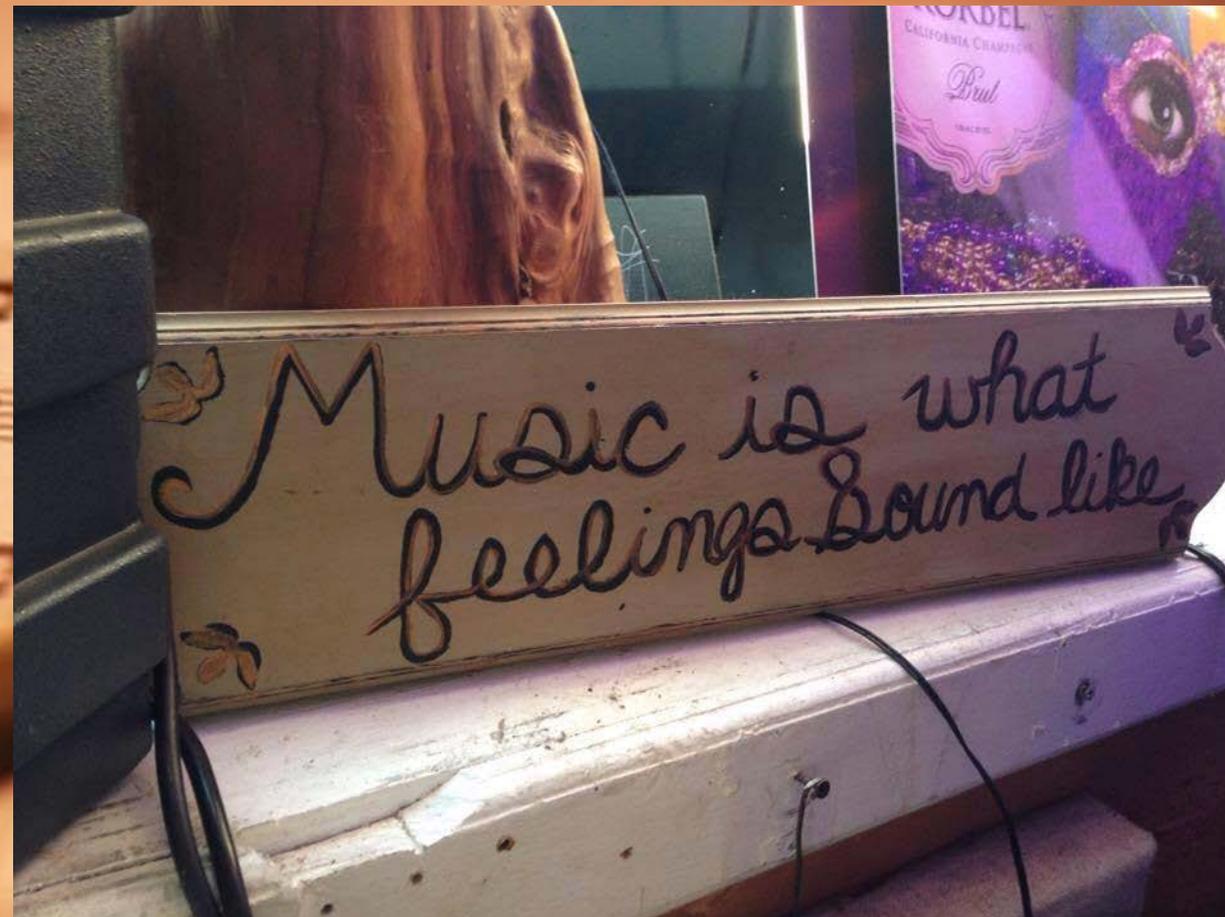
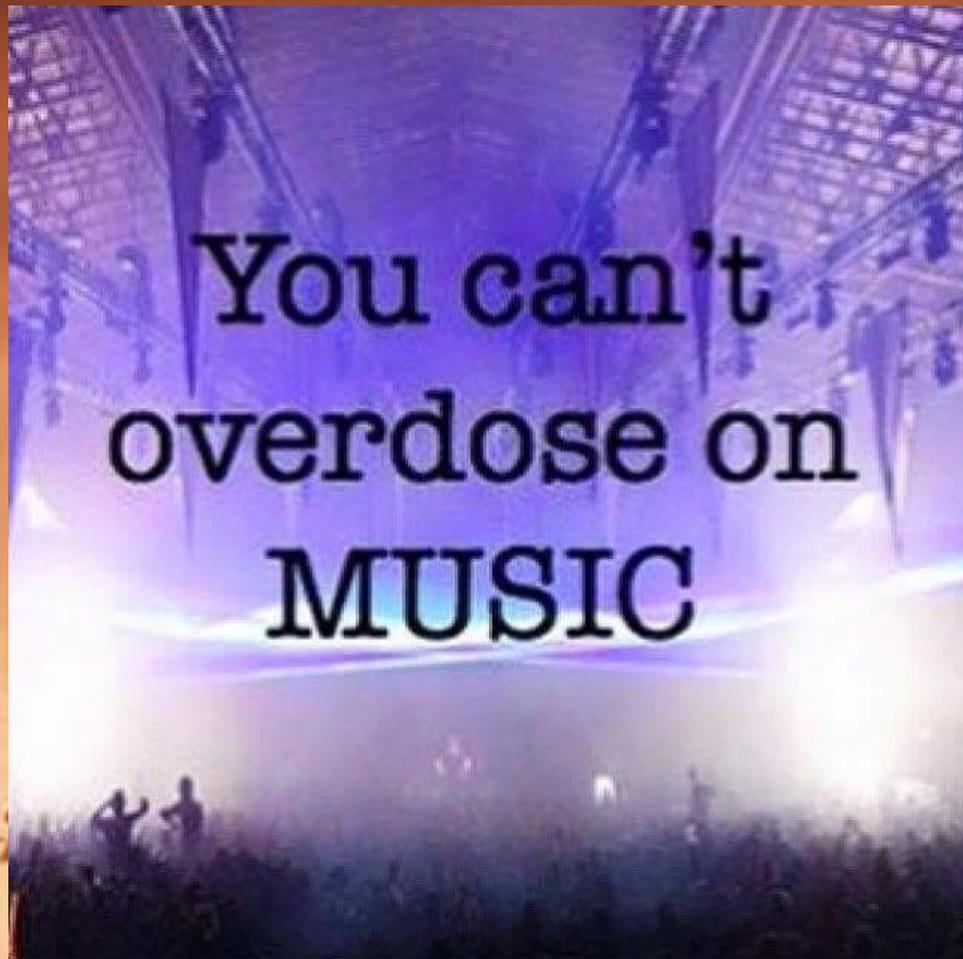
# Senior Companion Experiences

- ♪ “He used to sleep sitting up in the chair the whole time I was at the house. When I turn on the music he starts to pat his knees and open his eyes.”
- ♪ “Her daughter told me that her mom told her how much she enjoys the music.”
- ♪ “I work with a 97 year old woman and she wants to listen to the playlist at least an hour a day. Since we started her with Music and Memory, she has become more social with other people. She now is excited for me to come to her home.”

# Different Implementations

- ♪ Music and Memory Group Time
- ♪ Throughout Assisted Living Residence (not just memory care)
- ♪ In Home Respite
- ♪ Day Programs
- ♪ Individual Respite Providers

Your Ideas????



# Thank You!



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