



HOW TO LAUNCH A SUCCESSFUL MUSIC & MEMORYSM PROGRAM

Preparing for MUSIC & MEMORYSM Certification

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How to Launch a Successful MUSIC & MEMORYSM Program

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“Music & Memory is awesome! One of my greatest moments, yet, was when one of our residents, who hasn’t said a coherent thing to me in months, looked straight at me and said “thank you” twice with a huge grin on her face.”

Reverend Charles Thornburg, Chaplain
Director of Spirituality, Signature HealthCare of Clarksville, Tenn.

“Music & Memory has done wonders in our facility. I have been in this business for over 30 years. This is giving people a spark. You have to change with the times and this approach is part of it.”

Deb Jacoby, Life Enrichment Director
Rocky Knoll Health Care Center, Plymouth, Wisc.

A Quick Overview

Welcome to MUSIC & MEMORYSM, and thank you for bringing personalized music to those in your care. Grounded in extensive neuroscience research about how our brains respond to music, tested and proven in MUSIC & MEMORYSM Certified Facilities, our personalized music system has helped thousands of residents, clients, patients and the staff who care for them. Canadian researchers sum up the benefits this way:

- Someone who has been silent or less communicative may begin to talk and be more social.
- Someone who has been sad and depressed may feel happier.
- Someone who has been less mobile may become more physically active.

Here’s why: Musical memory is profoundly linked to emotions. These memories are stored deep in the brain. While Alzheimer’s damages the ability to recall facts and details, it does not destroy these lasting connections between a favorite song and memory of an important live event, no matter how long ago.

When individuals suffering from Alzheimer's or dementia hear a melody connected with a meaningful memory, they can re-awaken. Many people who have not spoken in years find words and sing lyrics. They may regain their ability to converse and connect to those around them. The key is a personalized playlist.

But there's more to setting up a successful program than just downloading a few tunes on a few iPods. Music & Memory has developed a comprehensive system to implement personalized music within your organization. This guide highlights what you need to know to launch a successful program.

Benefits of MUSIC & MEMORYSM

Personalized music has many benefits. Again and again, care professionals tell us that our program is often life-changing:

- Finally, professional staff have a way to give pleasure to persons with advanced dementia— often the most difficult to reach. Personalized music provides a means of communication and self expression when verbal language abilities are diminished.
- Musical favorites replace confusing environmental stimuli with something interpretable; personalized playlists distract from boredom or distress with a soothing, familiar experience.
- Personalized music offers an enjoyable, fulfilling activity for persons in dialysis, on vent or bed-bound.
- Individuals are more cooperative, attentive and willing to accept care; musical favorites decrease agitation and provide a distraction from fear and anxiety.
- Brighter moods boost staff morale and enable staff to be more person-centered.
- Because individuals are calmer and less agitated, sundowning is often reduced or eliminated. The music decreases wandering during mealtimes and restlessness.
- Individuals are more engaged with those around them.
- Family and staff are able to connect in a more meaningful way with residents, clients and patients around music and memories.
- Personalized music provides a valuable tool for the effort to reduce reliance on anti-psychotic, anti-anxiety and anti-depressant medications.

In the words of Tony Lewis, President and CEO of Cobble Hill Health Care in Brooklyn, N.Y., "Despite the enormous sums of money spent on mood- and behavior-altering medications that are often not particularly effective, nothing compares to these iPods when it comes to improving quality of life."

MUSIC & MEMORYSM Certification Training Overview

A series of three 90-minute webinars, taught by Music & Memory founding Executive Director Dan Cohen, MSW, will enable your team to create a facility-ready iTunes library, efficiently manage many resident playlists, handle equipment and security concerns, integrate personalized digital music into your daily care plans and evaluate the program's effectiveness:

Webinar I: Getting Started

- How those we care for benefit from personalized music
- How personalized music helps persons with Alzheimer's, dementia and other cognitive and physical challenges—the science behind the transformation
- What researchers have discovered about personalized music as a therapeutic tool
- Who should be part of your Music & Memory implementation team
- How to set goals and measure success for your personalized music program
- What are the legal boundaries of music sharing
- How to prevent loss and theft of equipment
- How the program benefits staff and boosts morale
- How to engage families and your community in promoting your personalized music program

Webinar II: Creating Personalized Playlists

- The most efficient way to buy music on iTunes
- How to use your facility's collection of CDs and acquire additional music to set up and manage your iTunes library; how to keep it updated according to music industry standards
- How to create a totally customized playlist for each individual, even if she has no voice
- How interns and volunteers can add value to your program
- When and how family and staff should be involved to help with playlist creation
- How to update your library and ensure that the most appropriate music is easy to find and retrieve
- Understanding the iTunes Store
- Going beyond the music: How to help individuals gain access to audiobooks, podcasts, TV shows, movies and apps

Webinar III: Maximizing Benefits for Residents

- How to use the iPod shuffle
- How to copy music to the iPod
- Best practices for editing playlists and updating iPods
- How to introduce the program and equipment to residents, staff and families
- How to manage infection control and device storage
- Overview of support forms, policy guidelines, marketing materials and other resources.

Eight Steps to MUSIC & MEMORYSM Certification

1. Educate yourself.

Go to www.musicandmemory.org and check Resources under the Training & Publications tab for print-outs like Making the Case For Personalized Music. Learn more about the program that you can share with your colleagues. Watch the documentary, “Alive Inside,” the Music & Memory story.

2. Gain support and engage staff.

Management and colleagues’ support is key to a successful program, as is buy-in from care residents, clients or patients; family; management team representing all disciplines; and staff. All employees should be aware of the program, perhaps through in-service training. Your facility administrator’s interest and on-going support are vital!

A great way to build enthusiasm: Give an informative presentation, including the powerful video of Henry. You can find it on the Music & Memory homepage. We also encourage you to include this presentation as part of your new employee orientation sessions.

Provide an opportunity for staff to take ownership. Consider asking colleagues to vote in support of the program. Consider asking for volunteers for certification training and your M&M team. We are available to help.

3. Identify program champions and team members who will be charged with implementation for the facility.

Remember that this is a facility-wide, transformative program. A diverse team is essential for success. Music & Memory is not only a Life Enrichment/Activities/Recreation Therapy Department program. Write a list of who will participate in certification training (include your Implementation Team members). See the Music & Memory Support Roles attachment.

4. Determine who should participate in webinar training and plan your set-up.

Think broadly about who can benefit from understanding how the program works. Your administrator, nursing staff (including CNAs/PSWs), social services, physical and speech therapists, marketing professionals and volunteers all can play an important role—whether through hands-on participation or knowledge of program benefits. See the MUSIC & MEMORYSM Support Roles attachment.

When you sign up for training, your lead organizer will receive an invitation via email and a link to participate. The webinar training can be done individually or in a group setting with a projector. Audio will not come from the computer. You will be given a conference access number; audio is transmitted through your phone, so include a speaker phone with clear audio set-up if training as a group.

5. Secure funds for certification and equipment.

The one-time fee for certification training breaks down as follows:

Certification

- \$1,000 one-time fee
- \$600 for additional locations under the same ownership
- Non-profit organizations receive start-up equipment for 10 participants (only when there is no other start-up funding support from another source, such as the government or a foundation).
- If fewer than 50 residents live in your care center, contact us for discounted pricing.

Equipment

- Start-up is a minimum of 10 participants; plan for approximately \$80 per person.
- See the attached Equipment Resources for MUSIC & MEMORYSM outline for details.

New iPod Shuffles are recommended to streamline start-up. Many sites hold fundraising drives to buy additional Shuffles or iTunes cards as part of their start-up. However, if you collect recycled iPods through a drive, we recommend that you still start your program with Shuffles. Different iPod models add an additional learning curve. Their use should be postponed; introduce them later as you expand your program.

6. Obtain a computer to hold your iTunes Library.

You'll need a laptop and WIFI connection. Make sure your computer has a CD reader so you can download tracks from original CDs. The hard drive should be at least 160GB to accommodate music, audiobooks and other types of media as your library grows.

7. Go to the website and sign up for certification training.

8. Attend the webinars and become a MUSIC & MEMORYSM Certified Facility!

NOTE: Participation Certificates and Certification Plaque

Your organization is eligible to receive an engraved plaque stating that you have earned MUSIC & MEMORYSM Certification. Please email plaques@musicandmemory.org.

Individuals who complete all three 90-minute webinar training sessions are eligible to receive a digital certificate of participation. Email certificates@musicandmemory.org with the names of individuals who would like a certificate.

For both plaques and certificates, please include the name of your facility as you'd like it to appear, the mailing address and the contact person's name, email and phone number.

MUSIC & MEMORYSM Support Roles: How to Set Up Your Team for Success

We've learned a lot from field experience. Here is a good model for team structure and roles:

Administrator

- Understand each area of responsibility.
- Conduct and participate in regular meetings to monitor program status and team member participation, address challenges and identify opportunities.
- Require all employees to attend in-service training to strengthen team and facility-wide support. (Champions for the program may come from any department.)
- Secure new iPods for initial implementation. (Postpone iPod recycling drives until team gains experience with new equipment; recycled iPods introduce an additional learning curve.)

Team Members

Depending on the size of your program, identify five to seven individuals to handle the following responsibilities:

- 1) Communication with family members to introduce Music & Memory,** discuss use of iPods and obtain consent as needed, review assessment process and music/artist preferences; research playlist preferences with help from family members, staff, interns and/or volunteers.
- 2) Creation and management of iTunes Library;** download CDs, purchase songs on iTunes; create playlists; set up iPods; print playlists. Coordinate review and updating of playlists. (This may require two people.)
- 3) Management of iPods;** distribution, tracking, storage, security, hygiene. (This may require two people.)
- 4) Community awareness and fundraising;** volunteer and internship recruitment; media relations; facility website content; appropriate use of Music & Memory brand. (Coordinate with facility marketing and communications professionals, if available.)
- 5) Employee education;** new employee orientation, in-service training; use of equipment. (Coordinate with Human Resources.)

Volunteers and Interns

Partner volunteers or interns with team members for training and guidance, so they can learn about team members' respective areas of responsibility and help with related tasks. (You'll find more resources for effectively engaging volunteers and interns in Music & Memory's resource after certification.)

Equipment Resources for MUSIC & MEMORYSM

When your organization becomes certified, you are eligible for discounts with certain retailers, as summarized below.

Plan on about \$80 per person for equipment and start-up music. Here's the breakdown: iPod Shuffle \$46, new headset \$3.20 (includes shipping and handling) and approximately \$25 to purchase specific songs for each participant for your facility's iTunes Library, with songs costing \$1.29 each, on average.

iPod Shuffles

7 percent discount. No shipping charges. \$49 less 7 percent = \$46 plus tax.

Sal Marciano: Rooseveltfieldbusiness@apple.com

(516) 739-8543

Apple Store – Roosevelt Field

630 Old Country Road, Garden City, NY 11530

Koss Headsets

Model #UR5-B (these are the best)

\$3.20 each (includes shipping and handling) for orders of 20 or more.

John Shubert: johns@computersupplypeople.com

Computer Supply People.

(800) 242-2090

Multi-USB Charger Strip/AC Adapter

Model #UH2-13

\$19.95 from Computer Supply People. See contact information, above.

This is a power strip that charges 13 iPods simultaneously, a real time-saver.

Laptop with CD Reader

Price varies. You will need a laptop dedicated to your Music & Memory program. A laptop is the best choice for mobility and logistics when working with families and participants. You'll need a CD reader to download tracks from original CDs and a hard drive with 160GB or more.

NOTE: Streamlining Your iTunes Library

Purchased music, together with songs from original CDs loaned from family members and residents are permitted. However, if you're not careful and download entire CDs without reviewing content, you can end up with a lot of useless clutter in your iTunes Library. Go to www.tothebestof.com to check each CD against the most popular songs for each artist. Protect your program from "filler/side B" songs. If the participant doesn't recognize the song, your results, case studies and overall program will be less successful.

Some company intranets may block this website. If you are unable to secure special permission from your company to gain access, you may need to utilize a personal tablet or computer to do this review.

Quick Start Certification Checklist

1. Educate Yourself

Go to www.musicandmemory.org and check Resources under the Training & Publications tab. Learn more about the program that you can share with your colleagues.

2. Gain support and engage staff.

Management and colleagues' support is key to a successful program, as is buy-in from care residents, clients or patients; family; management team representing all disciplines; and staff.

3. Identify program champions and team members who will be charged with implementation for the facility.

Remember that this is a facility-wide, transformative program. A diverse team is essential for success.

4. Determine who should participate in webinar training and plan your set-up.

Your administrator, nursing staff (including CNAs/PSWs), social services, physical and speech therapists, marketing professionals and volunteers all can play an important role.

5. Secure funds for certification and equipment.

6. Obtain a computer to hold your iTunes Library.

You'll need a laptop with a CD reader and WIFI connection. Hard drive should be 160GB or more.

7. Go to www.musicandmemory.org and sign up for certification training.

8. Attend the webinars and become a MUSIC & MEMORYSM Certified Facility!