There's more to setting up Music & Memory than downloading songs onto a few devices. Our comprehensive system will help you to create a successful personalized music program for your organization. Here's what you need to know to get the most out of our training.

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A Quick Overview
Welcome to MUSIC & MEMORY®, 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 & MEMORY® Certified Care Organizations, our personalized music system has helped thousands of residents, clients, patients, and the staff who care for them.

Here’s why: Musical memory is profoundly linked to emotions, stored deep in the brain. While Alzheimer’s and other dementias damage ability to recall facts and details, the connections between a favorite song and memory of an important life event remain intact—even an event that occurred long ago—until late stages of the disease. Hearing beloved music and recalling associated memories can also help individuals cope with pain in all its forms as well as other cognitive, physical and emotional conditions.

Benefits of MUSIC & MEMORY®
Personalized music has many benefits and can be used as a strategic intervention to meet goals for individuals and caregivers. Personalized music:

• Provides a means of communication and self-expression when verbal language abilities are diminished. Individuals become more engaged with those around them.

• Can replace confusing environmental stimuli with something understandable, redirecting the participant from boredom or distress with a soothing, familiar experience. It can decrease agitation and provide a distraction from fear and anxiety. Because individuals are calmer and less agitated when listening to their musical favorites, sundowning is often reduced or eliminated. The music can decrease wandering during mealtimes and restlessness.

• Offers an enjoyable, fulfilling activity for persons on dialysis, on ventilator or bed-bound. The experience of pain can be eased.

• Gives pleasure to persons with advanced dementia—often those most difficult to reach. Family and staff are able to connect in a more meaningful way with residents, clients and patients around music and memories.

• Boosts staff morale and enable staff to be more person-centered. Individuals are more cooperative, attentive and willing to accept care.

• Provides a valuable tool for the effort to reduce reliance on anti-psychotic, anti-anxiety and anti-depressant medications.

• Reduces falls and hospital readmissions.

• Travels easily with the individual throughout transitions of care.

Not Just for Nursing Homes
We have a lot of experience with how personalized music improves quality of life for people in nursing homes. But there are many other care settings where the Music & Memory program can make a huge difference, including hospitals, assisted living, memory care, home care, adult day services, behavioral health, physical and occupational therapy, palliative care, hospice and community organizations.
To get the most out of your Music & Memory training, we recommend completing these 5 key steps before attending the Certification Webinar:

**Step 1: Educate Yourself**

Learn more about Music & Memory's process and the benefits of personalized music by joining one of our regularly scheduled *Preparing for Certification* webinars. Attendees will discover what the program is, why it's important, benefits, associated costs, best practices and how to get the most from future certification training. *Preparing for Certification* is free and open to the public. Click here to view our webinar schedule and register.

In addition, here are materials to help you learn more:

- Documents: Why Get Certified? & Music & Memory Benefits and Strategic Uses
- Video: ‘Henry’ Viral (14M views): click to view
- Video: Leadership – Get the Music & Memory Advantage: click to view
- Video: Nursing Assistant Introduction to Music & Memory: click to view

Be sure to share these resources and what you’ve learned with your colleagues, so that everyone involved understands the goals and benefits of certification

**Step 2: Gain Support & Engage Leadership**

The success of your program ultimately depends on everyone’s active involvement. Support from administration and clinical leadership is an essential first step for a successful launch.

A great way to engage your management team is to share the Henry video. Use this as the basis of an informative discussion about Music & Memory and the benefits of personalized music. Draw on our resources to help you make the case. We also recommend sharing the Leadership video, above, with management, which addresses organizational benefits of the program and best practices for implementation.

**Step 3: Identify Program Champions and Select Your Team**

Build an interdisciplinary team for maximum impact. We recommend you assemble your team prior to participation in training. Whether your organization is large or small, it’s essential to choose the right people to champion and run your program. Where staffing allows, we recommend that teams include interdepartmental staff with a mix of roles and responsibilities to ensure success and sustained growth.

Small organizations should involve staff who are both enthusiastic about the program and well organized. For larger organizations, we suggest that you include an administrator, a clinical leader such as Director of Nursing, and three other staff members from various departments — including nursing assistants, social services, physical and speech therapists, music therapists, marketing professionals, dietitians and housekeeping — who will be responsible for ensuring Music & Memory's implementation.
Consider including volunteers and interns in the training. They are often among the most enthusiastic participants and can help jumpstart Music & Memory with research and playlist creation. Students, especially, can build deep intergenerational connections with participants that benefit all.

**Step 4: Secure Funds for Equipment and Laptop Computer**

*NOTE: The costs below do not include the cost of certification. Visit our Pricing & Equipment page online to determine your organization’s cost of training, which is based on the total number of clients you serve.*

Learn more. Whether your organization is funding the program or you’re fortunate to be awarded a grant to help offset some or all start-up costs, this information will be helpful.

Once you’ve decided who will participate in your program launch (about ten participants is a good start for larger organizations), it’s important to secure funds for the program. Plan to spend about $80-100 per person for equipment. This includes music devices, headphones and splitter cables. Music & Memory does not provide equipment, but offers discounts on some equipment to our certified organizations, so we recommend waiting until after the webinar to make purchases.

In addition, you’ll also need a relatively new, dedicated laptop computer to hold your iTunes library. A laptop is the best choice for flexibility when working with participants and their families to select appropriate music. You will need a CD reader to download popular tracks from original CDs.

**Step 5: Sign up for Training and Plan Your Set-up**

With your team in place, you’re ready to take part in the Certification training. Build enthusiasm in advance with a screening of the Henry video at an all-staff in-service training.

MUSIC & MEMORY® Certification consists of two 90-minute live webinars plus an online iTunes Training course for those who will be creating the playlists and managing equipment. The online course is available 24/7 and can be completed in about an hour. For a complete breakdown of topics covered during the webinar, visit our What's Included page.

Once certified, you and your team will have unlimited access to training, resources, videos and support via our Care Community website. In addition, your organization will be listed on our website and interactive map for prospective clients and volunteers for one year.

And now you’re ready to get the most out of your MUSIC & MEMORY® Certification Training! We look forward to seeing you there!

If you have questions after registering, please email: carequestions@musicandmemory.org.