



# MUSIC & MEMORY<sup>®</sup>

## IMPLEMENTATION GUIDE

Launch a Successful Personalized Music Program



### **ABOUT THIS GUIDE**

This guide provides comprehensive instructions for launching and sustaining an organization-wide personalized music program that will bring joy and dignity to those in your care. For questions regarding this process, email [info@musicandmemory.org](mailto:info@musicandmemory.org).

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## Introduction

Thank you for your interest in bringing personalized music to those in your care. All of our success is due to passionate individuals like you who believe wholeheartedly in the power of music to help others. With your help, we can bring the healing power of music to many more aging individuals who are living with dementia and other forms of physical and cognitive loss.

## About Music & Memory

Music & Memory started with the understanding that music is deeply rooted in our conscious and unconscious brains. As powerful as that idea is, it becomes even more important if the functioning of the brain is deteriorating, as occurs with people who are aging and living with dementia or other types of physical and cognitive loss. But music can awaken the brain and with it, the rich trove of memories that are associated with familiar songs or beloved pieces.



Our approach is simple. We train care professionals to provide personalized music playlists, using simple, easy-to-use music devices, for those in their care. Musical favorites can provide relief in many different forms for people participating in the program. For instance, music that is personal to an individual can help them access memories not lost to dementia, reawakening residents so they may communicate and feel like themselves again.

Our goal is to bring joy into the lives of people suffering from a wide range of cognitive and physical challenges. Through access and education, and creating a network of Music & Memory certified organizations, we aim to make this form of personalized therapeutic music a standard of care throughout the healthcare industry.

For questions about Music & Memory, contact [info@musicandmemory.org](mailto:info@musicandmemory.org). For support options, please visit our website [musicandmemory.org/support](https://musicandmemory.org/support).

# Benefits of Personalized Music

Each year, we learn more and more about the therapeutic benefits of personalized music. Here are some examples:

## Nutritional and Hydration Issues

- Because music activates cognition and speech, it helps participants recognize food, follow cues, chew and swallow.
- Calming music can relieve anxiety generated by the eating experience.

[Learn more](#)

## Agitation and Anxiety

- Music focuses a person's attention on something recognizable, which reduces the feeling of being overwhelmed and confused.
- It connects the person with positive memories, which has a soothing effect.
- Music stimulates movement, a positive outlet for restlessness.

[Learn more](#)

## Chronic Pain Relief

- Music brings pleasure, releasing opioids in the brain.
- Happy memories distract from the pain.
- Participants move to the music. This relieves pain from stiffness and tightened muscles.

[Learn more](#)

## Rejection of Care

- Helps people relax, experience pleasure, connect to positive memories, improve their cognition and communication.
- Music improves the duration and intensity of concentration.
- People are better able to follow cues, understand what is happening, relate to their care-giver, and feel safe.

[Learn more](#)

## Sleep

- Music helps relax tense muscles. It tunes one's mind to positive memories and emotions providing soothing comfort.
- Decreases production of cortisol, a hormone that can contribute to feelings of stress and anxiety.
- Reduces sympathetic nervous system activity, decreases anxiety, blood pressure, heart and respiratory rate.

[Learn more](#)

## Mood and Depression

- Neurologist Oliver Sacks said that, “Music evokes emotion, and emotion can bring with it memory... it brings back the feeling of life when nothing else can.”
- Music is pleasurable
- It brings warm memories and connections, and self-efficacy.
- It generates movement, engagement, cognition, and awareness.

[Learn more](#)

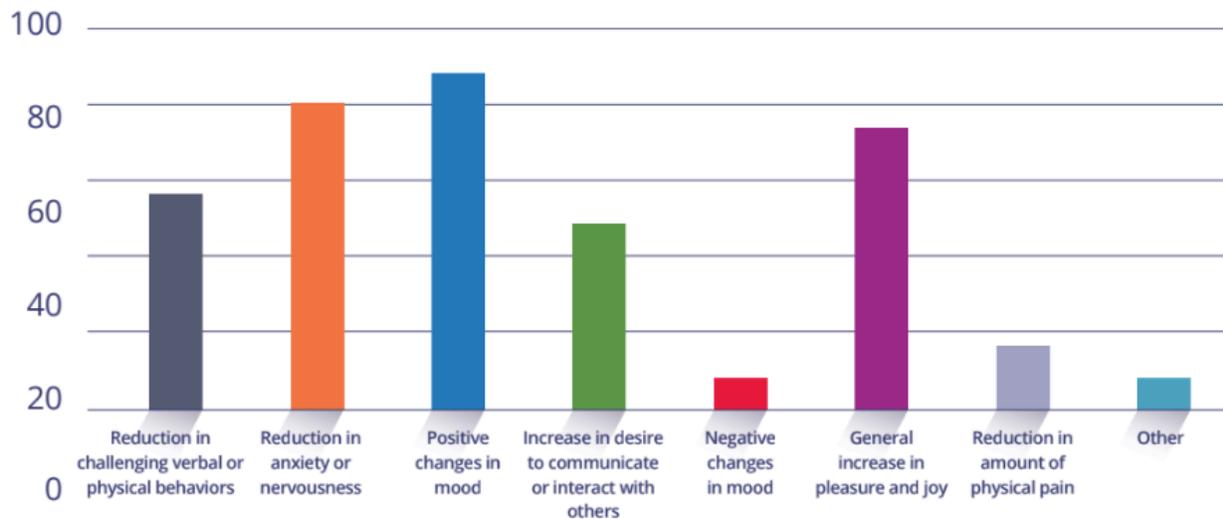
## Occupational, Speech and Physical Therapy

- Music before a therapy session activates cognition, communication, and auditory and visual perception, making it easier to follow cues and engage in therapy activities.
- Singing uses consonants and vowels, activating speech.
- Musical rhythm generates body movement, reduces muscle tension and improves coordination.

## Active Dying

- Hearing remains during active dying.
- Music connects people to their identity, emotions, auditory and visual perception.
- Music is a help to families as well.

## M&M SURVEY: Behaviors for which listening to personalized music playlists have a positive effect.



# The Five Steps to Maximize Program Success

The Music & Memory training program is built upon five key steps:

1. **Activate a High-Functioning Team** - Identify staff champions who love music, are comfortable with technology and eager to take assignments.
2. **Prepare** - Have everything in place before launching your pilot test program. Get the team off to a good start.
3. **Pilot Program** - By testing personalized music with a few well-chosen participants, you can figure out use and logistics on a small scale.
4. **Launch An Organization-Wide Program** - Announce your program and make it something that everyone can support.
5. **Sustain** - Keep your program going and growing in the long-term.

## Additional Recommendations

- **Build a team approach** that involves all departments and systems to increase program success, *with leadership in charge of implementation*.
- **Start a slow pilot program** and solicit staff feedback before launching further.
- **Improve quality with consistent assignments**, so staff know participants well.
- **Integrate music into care planning** for effective nursing interventions.
- **Encourage good communication and teamwork** among staff and between staff and management.
- **Adopt a high involvement approach to performance improvement**, by supporting staff working with participants, and encouraging them to use trial-and-error best practices for *each* individual.
- **Assess progress via frequent team check-ins** at morning stand-up, in rounding and through quick huddles to evaluate progress, troubleshoot and improve.
- **Measure and evaluate** to boost effectiveness.

Also, be sure to use the **printable worksheets** located at the end of this guide to help your team stay on top of tasks. Feel free to adapt and embellish the worksheets as needed.

## Step One: Assemble a High-Functioning Team

In Step One, we'll review how to put together an “all-in” team to implement your Music & Memory program, tailored to the size of your organization:

- Form an interdisciplinary team
- Determine who does what
- Schedule regular team meetings

### Why an Interdisciplinary Team Matters

The key to creating and maintaining a successful Music & Memory program is this: Everyone, from leadership to direct care and support staff, to volunteers, has a role to play and a stake in ultimately how participants experience and benefit from their personalized music playlists. This is not something that is meant to be a solo effort, although it can start out that way — each department can use the program strategically to help meet the organization's goals. Music & Memory works best when leadership takes the lead and all hands join to support participants in a shared musical journey.



*“The staff loves Music & Memory. If you don’t have everybody on board, it won’t work. From the administration to the aides, everyone was so excited to try it, and they could see how it was working.”*

—Sara Young, Director of Nursing, Rocky Mountain Care-Willow Springs, Utah

So, what does an effective Music & Memory team look like? Of course, it depends on the size of your organization. Smaller care organizations may only have one or two people who carry out the program. If yours is smaller, think about how you can combine some of the roles and responsibilities, while still creating an interdisciplinary mix of ideas and skills. For mid-size to larger organizations, we recommend a team of five interdisciplinary team members.

## Three Key Roles

In our experience, **building a team approach** that maximizes results and helps to sustain a program in the long term involves a focus on three key roles:

- **Role 1 - Leadership** - Supports implementation team, helps to 'clear the runway' and get past challenges.
- **Role 2 - Coordinator** - Responsible for program implementation (purchasing equipment and music, storage and hygiene, tying data into care plans, etc.).
- **Role 3 - Aides/Support** - Provide assistance with equipment and offering the music to participants.

With the above foundational team members in place, you can move on to identifying other staff who may also provide support in key areas - look for staff champions who love music, are comfortable with technology and eager to take assignments. Members and roles may include:

- **Director of Nursing** oversees all personalized music nursing interventions for use 24/7 and documentation of use, linked to care planning and quality assurance.
- **Social services** identifies residents who would benefit and work with families. Activities complete individualized assessments for music, initially load the music and periodically add music to keep it fresh.
- **Maintenance** assists with storage and charging stations.
- **Tech-savvy staff** help with loading music and making playlists.
- **MDS coordinator** integrates personalized music into care planning.
- **QA coordinator** integrates Music & Memory into QAPI and QA activities.
- **Unit manager and champion CNAs** provide essential feedback about resident response to music and help to identify preferences. meetings, sets goals and action plans, assigns tasks, keeps on track.
- **OT, PT and SLP** integrates Music & Memory to enhance therapy sessions.
- **Marketing/Development** builds community awareness and support.
- **IT** advises on equipment, hardware and software decisions for the program.

NOTE: purchasing music and creating playlists typically takes the most time, so finding someone who is tech savvy will go a long way in helping to facilitate your program!

## Schedule Regular Team Meetings

Whether your team is large or small, it's essential to meet regularly to discuss progress. Setting a regular meeting time will help anchor your program and give it a good chance to succeed. Troubleshoot, analyze and evaluate as you tailor Music & Memory to your organization's specific needs. Also, be sure to communicate via regular check-ins as well:



**Among staff:** Make sure the charge nurse and certified nursing assistant discuss music device uses during the shift. Pass information along at shift change so that the incoming shift knows how long the resident has been listening, any benefits, and warning signs that listening time may have reached its limit.

**Between management and staff:** Meet with the unit and staff in the pilot to see how it's going. How are participants enjoying the music? Is the storage and accessibility working? Are they running into any issues with use? How's the documentation?

**Just-in-time teaching:** Staff who are unfamiliar with the music device may hesitate to use it. Show them how. Talk through the range of uses, and help staff sort out good times for use. If there are logistical barriers, such as device storage location, figure out what arrangements would work better.

Team meetings are also a time to share stories about how the program is benefiting participants and to celebrate your successes as you grow your program from pilot stage to organization-wide. The time you invest in a smoothly running effort that meets the unique needs of your organization will pay dividends in positive outcomes for your organization.

## Step Two: Prepare

In Step Two, we'll discuss best practices for getting your Music & Memory program ready to launch:

- Order equipment
- Establish storage and access
- Hygiene policy and procedure
- Train staff to use equipment
- Select program participants
- Get permission

## Choosing the Right Equipment

When you're ready to get started, the first thing you'll need to do is figure out how you intend to offer your participants their favorite music.

Start by thinking about the kind of equipment that would work best for them. Equipment options range from portable mp3 players to home stereos to voice activated devices. What would they be most comfortable with? How do they enjoy music now?

Generally speaking, Music & Memory recommends a headphone experience because it's the most immersive and likely to maximize results, but don't let that limit you. If what you have is a home stereo and a set of speakers, then that will work as well provided you minimize distractions during the listening experience. You should also try to offer something simple so that the listener and/or other caregivers have no trouble engaging with the music.



## Non-Streaming Players

Non-streaming Mp3 players continue to be the most popular choice for Music & Memory certified organizations for good reason; they are cost-friendly, easy to operate, and do not require wifi to play music.

We've tested a lot of these devices over the years and our recommendation is the **SanDisk Clip Jam Mp3 Player**, or **SanDisk Sport Plus Player** for bluetooth. Serving as a wonderful alternative to the recently discontinued iPod Series, the SanDisk is a very affordable and hardy player with a number of helpful features (see below). This is a great option if you're looking for something inexpensive and do not have good wifi at your organization.



### AGPTEK A02 8GB MP3 Player

- Stores up to 8GB of music (about 1,000 songs).
- 70 hours of playback per charge.
- Partial charging is ok.
- Affordable! \$26.99 online ([Amazon](#), Best Buy).

If you plan to use a non-streaming player, also keep in mind that you're going to need to purchase the music in the form of mp3's. These can be purchased online from a number of companies, including Amazon, iTunes, Bandcamp, HDtracks and 7digital.



You will also need a computer to host your mp3 music library. Generally, speaking Music & Memory recommends a dedicated laptop for this purpose, one with enough horsepower to run a music library (most new laptops will do this just fine), a CD drive if you wish to import CDs, and wifi capability so you can purchase mp3s online and download to your library.

If you have an IT department, involve them early in the process of selecting a computer that meets the needs of your program. Be sure that you have a system in place for backing up your music library on a regularly scheduled basis.

## Streaming Players

Music streaming, which is essentially songs stored *online* that you access from a web-enabled music player, is now a very popular means for enjoying music for a number of reasons. Since songs are stored online by streaming providers, there's no need for purchasing songs or downloading them to your computer to create your own music library - *it's all there for you to curate online*, and this is an enormous time saver for any Music & Memory program since purchasing songs individually and amassing a library on your computer is one of the most time consuming aspects of using a non-streaming solution.

But the convenience of streaming also comes with additional cost; all streaming providers charge a monthly fee for their services, which you would need to carry for as long as you wish to provide music, *for each participant*. Streaming music players also tend to be more expensive since they need to have enough functionality to run a streaming app.

The strength of your organization's wifi signal is also a very important determining factor. How good is the wifi in your building? Is it just as good where people take meals or engage in activities? How is the signal in the hallways and areas between? Music & Memory advocates strongly for 'anytime access to the music', and this is a major factor for keeping the music mobile.

For this reason, we recommend the **Mighty Vibe**. It's a tough and easy to use player that can stream music but also play *offline*.



### The Mighty Vibe

- Saves time on playlist creation!
- Plays Spotify and Amazon Music offline.
- Easy to operate.
- Pricey! \$99 (bemighty.com).

NOTE: If a participant already has a phone or some device for streaming music, it's perfectly ok to use that device. Just make sure to support hygiene standards as you would the devices owned and operated by your organization.

## Headphones

Our goal is to use headphones that sound great, are durable and inexpensive. We've tested many headphones and found that they often stop working in one ear or become crackly in a matter of months. We prefer the Koss UR5 because it comes with a lifetime guarantee, rarely breaks, sounds great, and is less expensive than most other headphones. Certified organizations may purchase at a discount.



### **Koss UR-5 Series Over-Ear Headphones**

- Ideal for portable players.
- Comfortable and lightweight.
- Adjustable, durable plastic headband
- Inexpensive! Under \$10 a pair.

If you believe one or more of your participants would find headphone wires confusing or distressing, then bluetooth headphones may be a good option for you. Keep in mind these also tend to be heavier and apply more pressure, which can create 'ear fatigue' through extended use, which is something you'll need to monitor. If you have any questions or concerns, consult an audiologist.



### **Plantronics BackBeat 500 Wireless Bluetooth Headphones**

- Lightweight Memory Foam Headband and Ear Cups.
- 18-hour battery life.
- \$29.99 (Amazon, Best Buy)
- NOTE: Player must support Bluetooth audio streaming and telephony profiles.

## How Much Should We Budget for Equipment?

For non-streaming solutions, we suggest certifying organizations budget \$80-\$100 per Music & Memory participant. This includes:

- \$30.00 - \$50.00 for non-streaming digital music devices.
- \$2.00 - \$30.00 for headphones.
- \$2.00 for A/C adapter (if not included with device purchase)
- \$25.00 for starter selection of mp3s for music library

NOTE: The above budget recommendation does not include the cost of a laptop.

If you have any questions about equipment for your Music & Memory program, please contact [info@musicandmemory.org](mailto:info@musicandmemory.org).

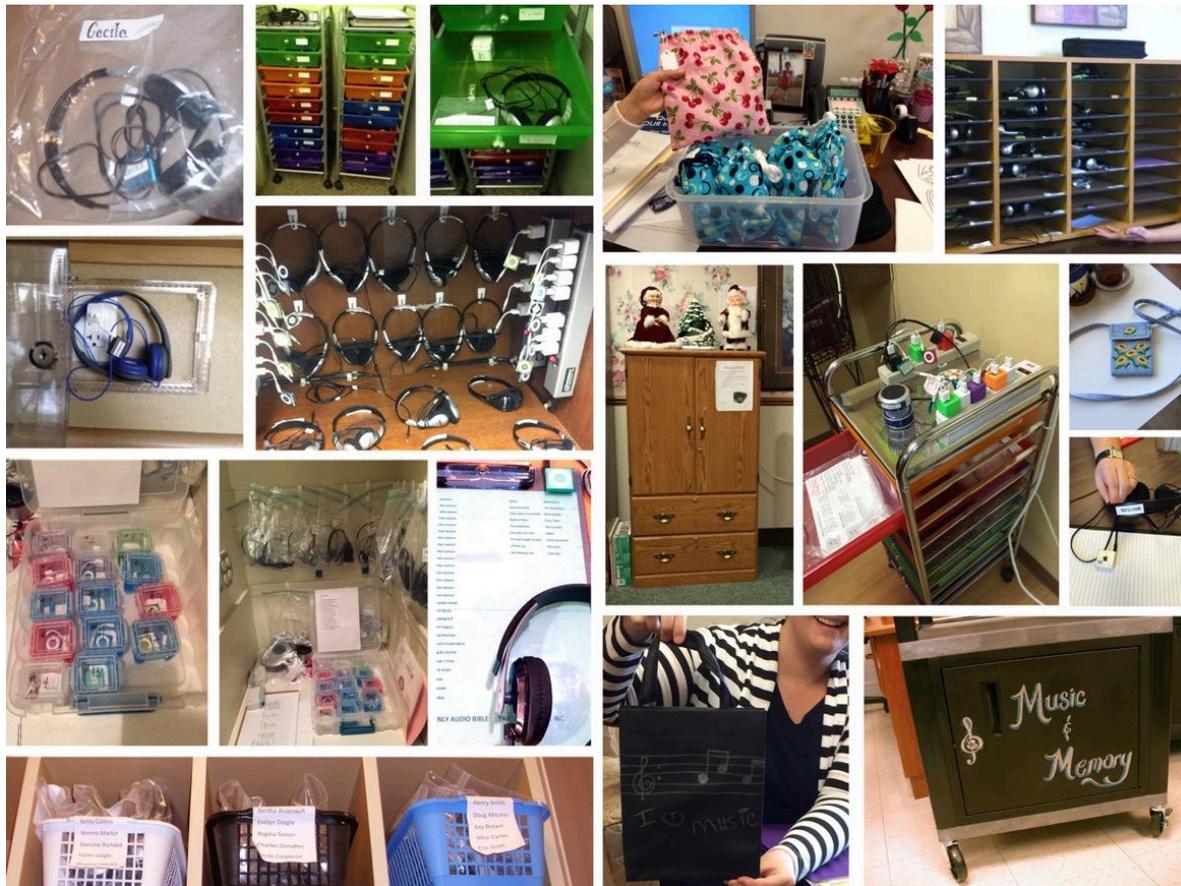
## FREE Technical Training Available!

For those that require additional technical support, Music & Memory offers a free on demand technical training, which is available to all staff 24/7 on our members-only website. Consisting of a series of short videos, attendees can pick and choose from a variety of key training points, including download, installing and setting up a music library, creating playlists, and transferring playlists to devices such as the iPod Shuffle and SanDisk Clip Jam. Visit [musicandmemory.org](http://musicandmemory.org) and click on [Member Login](#) to learn more and access the training.



Remember, if you can, it is very helpful to have at least one tech savvy staff or volunteer member of your team. Running an organization-wide music library is more demanding than using one for yourself at home. This can also be a volunteer responsibility.

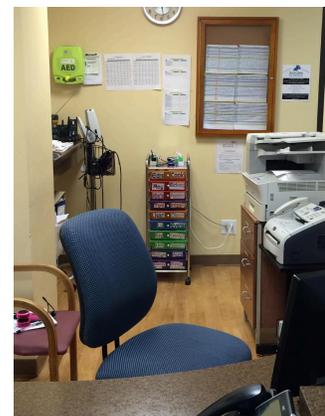
## Establish Storage and Access



Where to store and charge your Music & Memory equipment, including laptop, music devices and headphones, is an important consideration for your program. Solutions range from a community-based cabinet or closet that can be locked, to storage on med carts, to personal boxes or bags on wheelchairs.

Before moving forward, give some consideration to what would work best for your organization. What kind of charging equipment will your devices require? Where it's easiest for staff to use? What's your setup going to actually look like and be something that is really easy for people to get to?

**A centralized storage location**, such as a lockable closet or office, will help prevent loss. This IRIS station (pictured right) makes for an effective and affordable central charging



station for all devices. It's convenient, secure, and accessible day or night at the nurses' station.

One of the organizations that we worked with wasn't using the music much. Eventually, they figured out that it was because the staff in the day room did not want to leave it to get the devices. So, a simple solution was to move the devices to the day room instead of having them in the closet next door.



You also want to have ways of keeping the equipment together. This iris cart drawer (pictured right) contains all the equipment and information staff need to support use of the device, including easy to use device directions, plus the resident's playlist and their preferred listening time. All of this is self contained in the bag, making it easy to grab and use as needed. This approach will also work using labeled Ziploc bags, small clear plastic tupperware, or any other portable container.

Taking a decentralized approach—keeping these items closest to the user, such as in their room or hanging on the back of a wheelchair, provides easy access to their music at all times.



Music can make a big difference for some participants, particularly those in distress. Having it on the back of a wheelchair allows staff to offer it when anxiety signs first appear, which saves time and offers the best chance for helping them stay calm and comfortable.

## Labeling Equipment

Music & Memory recommends labeling your equipment as a means to reduce loss, using corresponding numbers for music devices and headphones (use a label maker; permanent markers don't work in the long-term). Don't forget to label the chargers as well! We recommend using the sign out sheet and device assignment sheet available on our members-only website. Visit [musicandmemory.org](http://musicandmemory.org) and click on [Member Login](#) to learn more and access these key documents.

## Hygiene Policy and Procedure

When it comes to hygiene, most of what the WHO and CDC recommend is not very different from the methods that are already in use by most care organizations. Some of the recommendations include washing hands with soap and water for at least 20 seconds, using hand sanitizers when entering and exiting rooms, and wiping down surfaces like doorknobs and counters.

People with dementia, however, may fail to wash their hands or follow other precautions to ensure safe hygiene, so it is up to staff to be extra vigilant. Some tactics for keeping these habits in place include demonstrating proper, thorough hand-washing, placing signs in and near the bathroom indicating that it is important for people to wash their hands with soap or utilizing a hand-washing schedule.



For people enrolled in a Music & Memory program there's more to hygiene and infection control than just washing hands and avoiding touching faces - it's also important to keep the equipment clean and avoid sharing when possible. For that reason, Music & Memory recommends creating a schedule for regularly inspecting and cleaning the equipment in between uses.

In addition, keep in mind that improperly cleaning equipment with LCD screens (tablets, phones, etc.) can shorten the lifespan of the equipment. Chemicals that are used in disinfectant wipes are not meant to be used on electronics. These disinfectants wear down screen protection known as "oleophobic coating," which is designed to keep them fingerprint- and moisture-free. Experts say that you should avoid cleaning products and abrasive materials that could affect the coating and make your device more vulnerable to scratches.

If the majority of your Music & Memory participants are using iPhones, iTouches or other mp3 players with touch screens, then you also want to steer away from using disinfectant wipes that have more than 70% isopropyl. Isopropyl alcohol, particularly in solutions between 60% and 90% alcohol with 10 – 40% water, is rapidly antimicrobial against bacteria, fungi, and viruses which is why it is recommended for use against the novel Covid-19.

## **Train Staff to Use Equipment**

Our recommended equipment is easy to use, but it pays to ensure that your Music & Memory team is both comfortable using the music devices and headphones and also feel confident introducing the equipment to participants.



Review on-off switches, volume controls, how to skip to the next song, as well as which way the headphones are placed and how to ensure comfort level. Participants with hearing aides may need to experiment with what works best.

It is important for all staff to understand the equipment and the program, because the more that you use the music, the more benefit you will see in the participant. In other words, the people who have the greatest ability to have the carryover effect from the music are those who are exposed to the music the most. With that in mind, we recommend discussing with them to form an initial plan. When do you think would be a good time? Are they having problems with mealtime? Do we need to do it right before meals? This way, you can develop a framework that maximizes the benefits of the music.

## **Identify Pilot Participants**

With your equipment and music library at the ready, you're now prepared to select the people who will participate in the initial pilot test run.

### **Your First Participant - Start with a Success**

What we have learned is that you really want to start small and choose your first participant carefully because that's going to be the person that everyone sees. When people see that there's a real difference and a real benefit to the first participant, they're more likely to become invested in the program and support it as it expands, because

they'll see the benefits and they'll be able to talk about it. And when you start in the area that you are most likely to have success, there are fewer downsides if it doesn't work.

If you're just getting started, make a list of the people in your care that may benefit from listening to favorite music:

- People who love music.
- Those that will respond well to music.
- People with enough hearing ability – test with headphones.
- May be agitated or otherwise express distress



We also recommend not starting with the hardest person first. As tempting as it is to say ".this person, we really need help with.", this approach can make things more difficult for your program. Instead, work with someone who is likely to embrace the music and showcase success to your entire staff. Work with the more challenging candidates when you're more comfortable with the whole process.

## **Get Permission**

If permission is necessary, reach out to family and guardians for permission for each of your pilot candidates to participate in your Music & Memory program. Usually, the news is very well received - families generally love hearing that you intend to use music to bring joy into their loved one's lives. You can also stress that there is no fee.

If you plan to send a letter, we recommend using our templates located in the Resources section of our website, [musicandmemory.org/carecommunity](https://musicandmemory.org/carecommunity).

## Step Three: Begin Your Pilot

Now that you've assembled your team and prepared your equipment, it's time to get things moving by providing personalized music for your first pilot participant:

- Identify music favorites
- Create playlists
- Test music and evaluate impact
- Document results
- Expand

### Identify Music Favorites - How to Become a Music Detective

So what's your favorite music? Seems like a simple enough question. But for someone living with dementia or cognitive loss, the answers aren't always obvious, and sometimes they're downright hard to get, especially when the person you're asking cannot articulate—or if they simply have trouble explaining what they're remembering.

Now it's time to engage in a process we call becoming a "music detective," which is working one-to-one with participants to discover their musical preferences, favorite songs and performing artists.



If you're starting this process for the time, remember that this is essentially a series of conversations, and it will take time to discuss, observe and discover their favorite music, so make sure both you and the listener are comfortable before proceeding. Each listening session ranges between 15-45 minutes, but this can be longer as you and the participant become more familiar with the process.

## Finding the Right Music

Your goal is to end up with a **short playlist of 10-25 absolute favorite songs from when the person was a young adult, preferably favorites from their formative years - ages 15-25**. Why is this important? Because this is the point in a person's life when memories associated with music are most likely to be stored in long-term memory, and thus retrievable at a later time by playing the music. Of course, it's possible that music from other points in their life will draw a positive reaction, but our experience teaches that maximum results come from listening to absolute favorites from this time period.

The best way to discover favorite music is to ask questions about this period in the participant's life. Here are some questions to get the conversation started:

- What music did you listen to when you were in school?
- Did you sing at religious services? What were your favorite hymns or other religious music?
- Did you enjoy going to Broadway shows or musicals? Which ones?
- Do you still have any records or tapes that were favorites? What are they? Where can I find them?
- Who was your favorite performer, group, band or orchestra?
- Who was your favorite classical composer?
- Can you hum any of your favorites?
- What songs did you dance to at your wedding? high school prom?
- Were you in the military?

Again, take your time with this process - it will probably take a lot of back and forth and perhaps some listening together to really nail down their key areas of interest.

For the uncommunicative, your best bet is to observe their body language as you sample songs, and find out as much as you can from other sources, particularly family and friends, about the individual's background.

**NOTE:** For all music discovery, we recommend using our **Music Assessment Questionnaire** which is located on our members-only website. Visit [musicandmemory.org](http://musicandmemory.org) and click on [Member Login](#) to learn more and access the training.

As you go through this process, start taking note of responses to the music and record them to mark progress.

Here are some helpful tips for recording responses:

- Responses may include tapping fingers, making eye contact, talking and laughing.
- Responses can be immediate or take as long as 30 minutes depending on where a person is in the aging process.
- The right music can connect someone with the memories associated with the music, so don't be surprised if they share stories about their life..
- If the person is non-responsive to the music, try playing something else!



Being a successful music detective requires patience and persistence, as well as some intuition and luck. But the journey is deeply rewarding. You will learn more about the person in your care, and seeing that face light up when you uncover the right music makes all that effort worthwhile.

For questions about *Becoming a Music Detective*, email [info@musicandmemory.org](mailto:info@musicandmemory.org).

## Create Playlists

When you're finished with your first participant's music playlist, transfer the playlist onto the music device and test to make sure it plays clearly and in the desired order (if you have one, this isn't necessary).

Remember to print two copies of the playlist as back-up. Place one in a binder and keep a separate copy in the participant's room to share with family when they visit and for easy playlist revision requests.

Don't forget, you'll need to update the listener's playlists from time to time. This is an important part of keeping the music fresh and engaging for them, which will yield the best results. Try to make changes quarterly or as requested.

## Test Music and Evaluate Impact

With your loaded music device at the ready, introduce the headphones to the participant slowly, in whatever manner you deem makes them the most comfortable. You might try cupping their ears gently with your hands to show them there will be a little pressure, and then putting the music on gently so it's comfortable from the start. Some people also respond well when staff first model the listening behavior themselves.

Two forms, both available on our [members-only website](#), will help you to manually track participants' responses to their playlists.

1. **Playlist Impact Evaluation Form** - This is a great tool for tracking a participant's progress. It allows you to measure and review the impact of having a personalized playlist, including any changes in medication, pain, weight and dining habits, as well as observed changes in moods and cognition.
2. **Playlist Impact Evaluation Form - Nonverbal** - This 2-page form includes ten-point scales for tracking a variety of responses to the personalized playlist, including facial and vocal responses as well as various body movements. It's particularly helpful for assessing a non-verbal individual.

**NOTE:** Remember to check in quarterly to update music playlists. If you notice a change in someone's response to the music, try swapping in additional hits by favorite artists or other music the individual might enjoy.

## Document Results

Once you've gotten your pilot with one person off to a good start, you'll want to begin thinking about **documentation and what information you want to be tracking as part of your Music & Memory program.**

As a starting point, we recommend you step back and ask, "What do we want to know about the program and where do we want to keep this information?" This nurse's note (right) provides a great example. It can be as simple as "is the participant enjoying

Type: <b>Health Status Note</b>
Focus:
Effective Date: <b>7/19/2016 13:46:00</b>
Department: <b>Nursing</b>
Position: <b>Licensed Practical Nurse</b>
Created By:
Created Date: <b>7/19/2016 22:52:27</b>
Note Text: This afternoon resident became mildly agitated. CNA suggested music and memory ipod, for which resident was receptive, for approx 30min. "I may need help using this in the future", Upon reassessment of mood resident was noted to have decreased agitation AEB increased laughter and smiling during conversation, "I love this, I just had to wipe the tears from eyes, it brought back so many happy memories."
<input checked="" type="checkbox"/> Show on Shift Report
<input checked="" type="checkbox"/> Show on 24 Hour Report
<input type="checkbox"/> Show on MD/Nursing Communications Report

the music? Is the music being used? How frequently is it being used?" And that's helpful to track just to make sure that everybody knows that there are certain times a day that we're always using the music for that person and then we can check it off. Yes, it's happening.

But beyond that, there might be other things that you want to know about the use of music, including for nutrition and hydration issues, agitation and anxiety, with depression, with sleep, with pain, rejection of care, with therapy - and these are all areas you might want to capture in your plan of care. Once music becomes a therapeutic use, you want to make sure that you have that record tied all the way through. This nursing care plan (right) provides a great example. Is this something that you would include in your care plan, does it need to be in your medical record, CNA assignment sheet, or nurses' assignments? At this point, you're thinking about these kinds of specific uses and making sure your paper records or your electronic records reflect the use that's happening.

**We also recommend connecting this into the care planning process.** If you're using personalized music as a non-pharmacological intervention for antipsychotics, you should have a paper trail through the medical record, and this is something that you'd want to happen in the care plan. If one of your goals of care is less agitation or less distressed behaviors in the intervention that you're using is the music, then you want to have that in your goal of care and in your care plan.

So as you're in a care plan meeting and as you're looking at the different areas that you're working on with your pilot participants, what you want to have once you've got this pilot really underway and working well is the ability to be able to say, "Hey, maybe the music is an option here. Can we give that a try?" And so you're considering this for any of your goals of care.

## Expand

With your pilot participant enjoying the music, you're ready to start expanding your program. Think about who should go next. Start building their playlist and testing their music. As you slowly increase the number of residents participating in your program, expand to other times of day, shifts and care needs. Solidify your plans for logistics and documentation, and streamline your process for building your playlists.



Remember that throughout these initial steps, communication is key to success. Be sure to have regular team check-ins:

- Among staff
- Between management and staff
- Just-in-time teaching for staff who may need extra assistance

**Remember, going slow is ok** - this is not something that is going to be full-blown on day one. You really want to start small. In your first month, start with just one participant so the process feels containable and you're learning from the experience. In month two, add a 2nd participant and incorporate anything new you've learned, adjusting your process as you. Continue to add participants slowly over the course of several months until everyone is comfortable with the process and enjoying the music.

It's a learning as you're going experience and you do want to take the time to make adjustments, meet regularly, figure things out, stay on top of it, and you'll have success.

## Step Four: Take Your Program Organization-Wide

Now that you're providing personalized playlists for those in your care, it's time to tell others about it! Your goal is to engage your colleagues, families and more participants in a program that everyone can support:

- Take your program organization-wide
- Promote your program
- Refine Tracking and Operations

### Take Your Program Organization-Wide

The first part of step four is really announcing the program and making it something that everyone can support. A great way to do this is launch your Music & Memory program organization with a **kick-off celebration** for administration, families and staff. Share the Henry video and play music from your own favorite playlists. Make it a festive event to give the program visibility. Play music. Serve food. Share testimonials from your own Henrys. A kick-off party will signal the program as a site-wide team effort and give a feel-good boost to everyone involved.



You can also increase program visibility by making announcements at staff meetings. Show the Henry clip. Talk about your own in-house Henry moments where the music has been successful for participants. Discuss the range of uses and benefits. Talk through the logistics of storage, charging and documentation. Let everyone handle the music device so they are comfortable with it.

### Promote Your Program

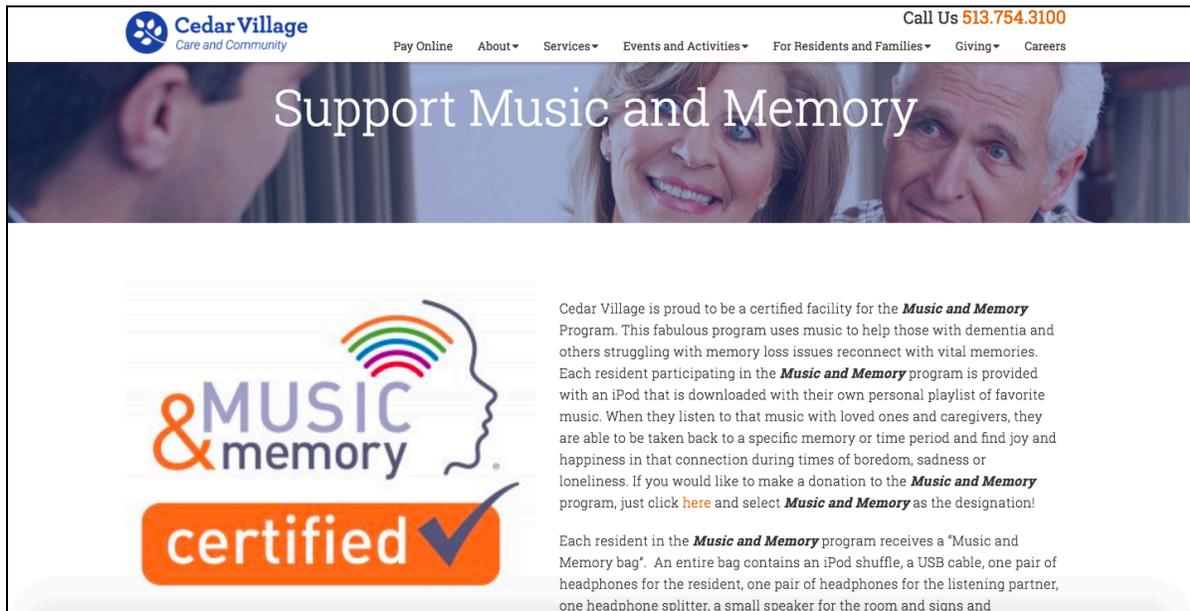
It's also important to continue to introduce the program to families and residents. Write letters to families, discuss in care plan meetings and include it in your admissions

process. We have a number of marketing materials ready and available on our website, so no need to create the wheel!

Introducing Music & Memory to families is easy with our Letter to Family, found in the Resources section of our website, [musicandmemory.org/carecommunity](http://musicandmemory.org/carecommunity). Use this customizable template along with our free marketing materials to inform them about the program and explain that it is offered at no further cost. Invite their involvement in the process of discovering musical favorites for their family members.



A great way to spotlight your program is to promote it on your website. Let people know you offer this as a service for those in your care, and that you welcome donations of equipment, purchased music and cash gifts. Be sure to include your Music & Memory certified logo prominently!



You can also share on your promotional materials and social media. Some certified organizations have even created Facebook pages to share their own success stories.

Don't have a certified logo? Let us know! [info@musicandmemory.org](mailto:info@musicandmemory.org).

## Refine Tracking and Operations

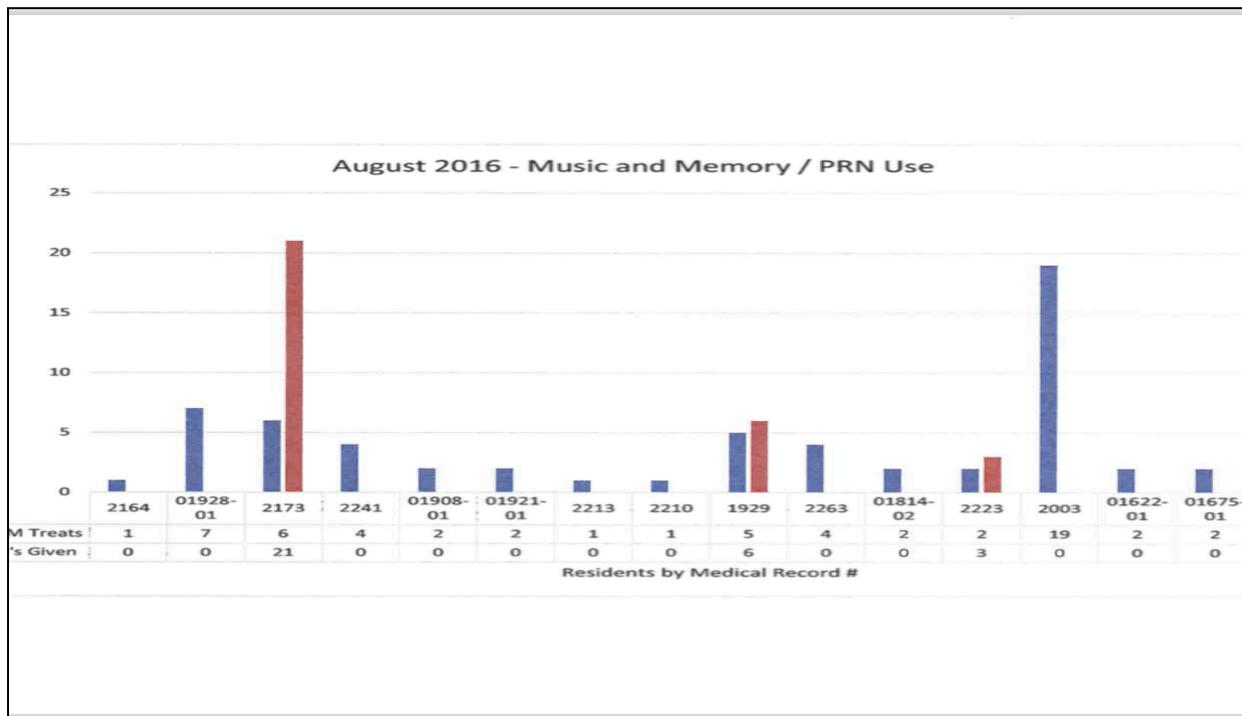
With your program up and running, you can begin the process of tracking it system-wide and refining where necessary. There are a number of measures to track and evaluate so you can make improvements. Among the observations you might track at regular intervals for all participants via electronic data entry:



- Did listening to the playlist have a measurable impact?
- What was their reaction?
- How long did the participant listen?
- How often did they listen?
- Any reduction in medications?
- Any measurable weight gain?
- Any change in participation in therapies?
- At what time of day is music the most effective?

Here are some more issues to consider as you finalize your strategy for measurement and evaluation: **Determine what you want to track and how you want it to relate to your other data.** For example:

- Look at residents triggering for off-label use of antipsychotics to see if any would benefit from Music & Memory. Make this part of your overall quality assurance / performance Improvement meeting and your work on any performance improvement projects or at-risk/quality assurance meetings.
- For those with weight loss, would personalized music help before meals?
- For those in pain, would it help ease their distress?
- For those more isolated and aloof, will music spark more social engagement?



In this example (above), a nursing home recognized that they were having a lot of residents with PRN antipsychotics. What they decided to do was to target the use of the music to those residents and to those times that seemed to be causing the resident the

most distress to see if there might be some real comfort in listening to the music in a way that would decrease that distress instead of using a PRN medication. In this way, they were able to target Music & Memory to those times where they were using the PRN and found that it was a perfect substitute.

Essentially, what we recommend is a full integration of the Music & Memory into the operations of the organization. And the more integrated it is into how you do your daily work, the more you'll use it and the more benefit you'll get out of it. Providing care is difficult, but with tools in your back pocket like Music & Memory, you can start to think strategically about improving not only their lives, but the way you provide care.

## Step Five: Expand

Step Five will teach you best practices for sustaining and growing your Music & Memory program in the long-term.

- Sustain your team
- Work with volunteers
- Fundraise to expand your program
- Build community connections
- Stay connected through our members-only website

### Sustain Your Team



For many nursing homes and other organizations, staff turnover is a reality. It really takes a dedicated implementation team to keep things going. We support that by offering unlimited team training for all certified organizations. Ongoing training—both for existing staff and new employees—is essential for long-term stability and expansion. So is a leadership commitment to integrating Music & Memory into initiatives to meet organizational goals.

If you have new team members in need of training, please note they have the option to take our training live or on demand. For either option, visit [musicandmemory.org/registration](https://musicandmemory.org/registration) and fill out the form.

Here are some more tips for sustaining your team:

- Integrate Music & Memory into your organizations admissions process and QAPI initiatives, or add Music & Memory to the employee training process.
- Add Music & Memory to your employee orientation process.
- Educate staff and build enthusiasm with in-service training or viewing of the film, *Alive Inside: A Story of Music & Memory*.

All employees should be aware of the program. The more staff who are involved, the better able your program will be able to weather any challenges, including changes in staff or leadership.

## Work with Volunteers

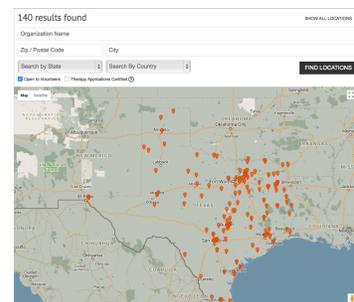
Many of our certified care organizations benefit from talented, committed student interns and volunteers. Music & Memory projects have provided meaningful experiences that inspire students and keep volunteers coming back. Older adult volunteers bring extensive skill sets and a strong work ethic to your organization. All can help to expand community connections and build support for your Music & Memory program.



Volunteers of all ages with musical backgrounds, organizational skills or a gift for talking with elders can play a key role in program set-up and ongoing implementation. We have found that Music & Memory projects are a magnet for drawing qualified, dedicated volunteers.

## Map of Certified Organizations

Music & Memory's website offers a **map of certified organizations** - including all Music & Memory certified locations open to volunteers. Music & Memory also provides volunteer orientation to prepare volunteers for joining Music & Memory programs in their area.



## Fundraise to Expand Your Program

At some point, you may find it beneficial to fundraise for your Music & Memory program. If that's the case, there are as many ways to raise funds to expand your program as your imagination allows. Here are a few tried-and-true approaches that have worked well for our certified organizations:



**Go Fund Me** A number of our volunteers have had real success using this online platform for fundraising and collecting music devices for their Music & Memory program. Pair your online campaign with your events and other activities.



**Razoo** This is a great way to raise funds for Music & Memory. Setting up an account is easy with Music & Memory already listed as an official charity.

It's been our experience that people really get music, and many people have their own direct connection to dementia or other conditions, so they're often very willing to help support your program. Don't be afraid to make the ask.

## Build Community Connections

Building connections in your community is a great way to boost program awareness. Community support can be tapped in a number of ways:

**Family** Those in your care aren't the only ones who benefit from Music & Memory's personalized music program. Their families benefit, too—from seeing participants feeling happier, more aware, more social and connected. So it's no wonder that families can become some of your most important allies and advocates for expanding your Music & Memory program. When you are ready to seek additional funding for more music devices and headphones, reaching out to families who have seen the program's benefits is a great way to start.

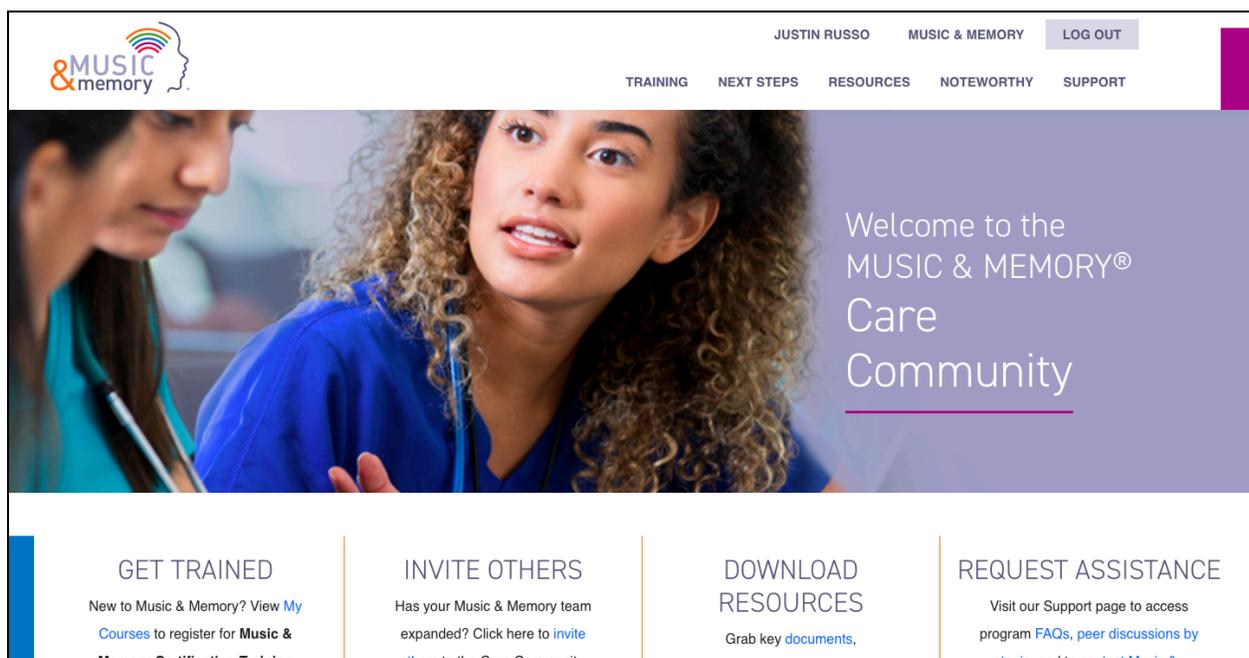
**Show "Alive Inside** Inviting the community to a free viewing of *Alive Inside: A Story of Music and Memory*, the award-winning documentary that makes a compelling case for

the benefits of personalized music, is a great way to make connections and raise awareness for your efforts.

**Invite local media** to do a feature story on your Music & Memory program. Our experience is that regional publications are often interested in showcasing successful Music & Memory programs. Don't be afraid to reach out!

## Stay Connected Through our Website

Finally, to continue to support your program, it's important to stay connected to our members-only support website. If your whole team is connected, you'll never have to worry about losing touch with Music & Memory training and support services.



Here are some of the many resources and support available on the website:

- Unlimited team training on demand
- Over 200 guides and other program resources
- Peer support via online group forums
- Free music & equipment discounts
- Phone/email support from Music & Memory

All of the above resources help to sustain a program in the long run. Staff come and go, but a program can sustain for years by continually accessing additional training.

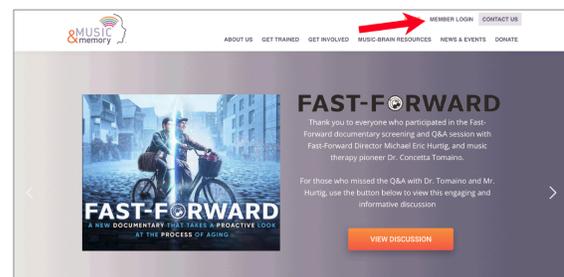
## Additional Training

Additional training is also available on demand on our members-only website, including:

- **Music & Memory Tablet Engagement** - Designed as an extension of our personalized music program, participants will learn how to use a tablet to inspire meaningful experiences for those in their care.
- **iTunes & Device Training** - A technical training for all matters related to hosting a music library and offering personalized playlists.
- **CNA Best Practices for Music & Memory** - Provides Certified Nursing Assistants an introduction to Music & Memory.
- **Leadership: Get the Music & Memory Advantage** - Designed for administrators, this short series of videos provides a business case for adopting the Music & Memory program.

## Accessing the website

Teams are given access to the members-only website at the conclusion of training. Logging in to the website is easy - just navigate to [musicandmemory.org/carecommunity](https://musicandmemory.org/carecommunity) and log in using the credentials provided to you. You can also visit [musicandmemory.org](https://musicandmemory.org) and click on “Member Login” (pictured right).



## Annual Renewal Fee

The first year of Music & Memory unlimited training & support via our members-only website is included in the Music & Memory Certification fee. After that, organization's are asked to pay a \$200 renewal fee to maintain access to these services. For more information, visit [musicandmemory.org/support](https://musicandmemory.org/support). If you have questions about your organization's membership status, please email [renewals@musicandmemory.org](mailto:renewals@musicandmemory.org).

## A Special Note for You

We hope you've found this guide helpful!

On behalf of all of us at Music & Memory, thank you for everything that you're doing to help people who are aging and living with dementia and cognitive loss connected to the joy of favorite music. All of our success is due to passionate individuals like you who believe wholeheartedly in the power of music to help others. Thank you for helping to make a difference.

We look forward to hearing from you and helping your Music & Memory program to succeed. Please [contact us](#) through our website if you have questions.

Thanks again for your help, and good luck!

Music & Memory

## Printable Worksheets

### STEP ONE: Assemble a High Functioning Team

Action Item	Assigned To	Target Date	Completed
Put together an interdisciplinary team			
Assign tasks (ex: tech savvy staff/volunteers to build playlists)			
Schedule regular team meeting			
Access Music & Memory resources			

## STEP TWO: Prepare

Action Item	Assigned To	Target Date	Completed
Order equipment			
Establish storage and access			
Label music devices and headphones			
Create hygiene policy and procedure			
Train staff to use equipment			
Select program participants			
Get permission			

## STEP THREE: Launch Your Pilot

Action Item	Assigned To	Target Date	Completed
Identify music favorites - become a music detective			
Create playlists			
Test music and evaluate impact			
Document results			
Expand			

## STEP FOUR: Take Your Program Organization-Wide

Action Item	Assigned To	Target Date	Completed
Announce the program with a kick-off celebration			
Promote your program on your website			
Introduce program to additional participants			
Refine tracking and operations			



## STEP FIVE: Sustain

Action Item	Assigned To	Target Date	Completed
Send new team members for training			
Work with volunteers			
Fundraise to expand your program			
Build community connections			
Stay connected with Music & Memory			