

A photograph showing a caregiver in a white lab coat leaning over an elderly patient lying in a hospital bed. The patient is wearing large headphones and has a joyful expression, with their mouth open as if laughing or singing. The caregiver is holding a small device, possibly a music player, and looking at the patient with a smile. The background shows a typical hospital room setting with a window and medical equipment.

MUSIC & MEMORY[®]

LIFE ENGAGEMENT THROUGH MUSIC

"This is a program that should be in every single long-term care community. When we know of something that can positively impact the quality of life for the residents, we have an obligation to bring that program to the residents. Music & Memory will impact so many lives in such a profound way!"

~ Mary Brinkley, Executive Director, Leading Age Oklahoma

ABOUT MUSIC & MEMORY®

MUSIC & MEMORY® is a non-profit organization that helps individuals with dementia and other physical and cognitive limitations to engage with the world, ease pain, and reclaim their humanity through the use of personalized music.

Our approach is simple and effective: We train healthcare and community professionals to set up personalized music playlists for the people they support. These music favorites - specifically the favorite music from a person's formative years - tap deep memories long attached to the brain, and can bring listeners back to life, enabling them to feel like themselves again, to converse, socialize, and stay present.



THERAPEUTIC BENEFITS OF FAVORITE MUSIC

Nutritional and Hydration Issues

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

Agitation and Anxiety

- Personalized music focuses a person's attention on something recognizable, reducing confusion and feeling overwhelmed.
- Music stimulates movement, a positive outlet for restlessness.

Chronic Pain Relief

- Music brings pleasure, releasing opioids in the brain.
- Happy memories distract from the pain.

Sleep

- Music helps relax tense muscles and provides soothing comfort through positive memories and emotions.
- Reduces sympathetic nervous system activity, decreases anxiety, blood pressure, heart and respiratory rate.

Rejection of Care

- Music improves cognition and communication, increasing the duration and intensity of concentration.
- People are better able to follow cues, understand what is happening, relate to their caregiver, and feel safe.

Mood and Depression

- Neurologist Oliver Sacks said, "Music evokes emotion, and emotion can bring with it memory...it brings back the feeling of life when nothing else can."
- Music is pleasurable and can spark real joy, bringing warm memories and connections, fostering self-confidence.

Occupational, Speech and Physical Therapy

- Music before a therapy session improves communication, and auditory and visual perception, making it easier to follow cues.
- Singing activates speech, and rhythm generates body movement, reducing muscle tension and improving coordination.

EXPLORE MUSIC & MEMORY® TRAINING

MUSIC & MEMORY® Certification Training

Personalized Music Training for Professional Residential Caregivers

Cost: \$500-1250 (varies by # individuals served)

- Unlimited team training.
- Includes one year of training and support.*
- Open to all health care and community-based organizations.
- Equipment not included.

MUSIC & MEMORY® At Home Certification Training

Personalized Music Training for Professional Home Caregivers

Cost: \$2000 (Plus equipment costs as needed)

- Unlimited team training.
- Includes one year of training and support.*
- Open to all community-based and health care at home organizations, including dementia support organizations and state agencies.
- Online resources and support for families.

MUSIC & MEMORY® Tablet Engagement

Enriching Lives with Everyday Technology

Cost: \$800 (Free for certified organizations)

- Using video conferencing to stay connected with loved ones.
- Creating a personalized music playlist.
- Engaging in interactive or individual activities with recommended music engagement apps.

**After the first year, certified organizations can pay \$200 annually to renew their membership, which includes unlimited training, program resources, free music, discounted equipment, and support from Music & Memory.*

For more information about the Music & Memory training services, please visit musicandmemory.org/training.



MUSIC & MEMORY® CERTIFICATION TRAINING OVERVIEW

What You'll Learn:

- Introduction to MUSIC & MEMORY®
- Music and the Brain
- The Therapeutic Benefits of Favorite Music
- Equipment Options (MP3, Streaming, Voice Activated)
- Storage Considerations
- Hygiene Protocols
- Selecting Pilot Participants
- Becoming a Music Detective
- Building Your First Playlist
- How to Safely Offer the Music
- Hearing Loss Considerations
- Tracking Impact
- Care Plan Documentation
- Scaling to an Organization-Wide Program
- Program Marketing
- Working with Volunteers
- Building Bridges to the Community
- Tips for Sustaining the Program
- Available Support Options

Who Should Attend?

MUSIC & MEMORY® Certification Training is recommended for staff and volunteer program coordinators (purchasing equipment, storage and hygiene protocols, tying into care plan systems etc.), but all are welcome!

For aides and others less involved with coordination who need to understand the value of the music and how to offer it safely, we have a shorter on demand training available.

Leadership training videos are also available on demand, along with a leadership guide, since their role is critical to success in the long term.





“A personalized music playlist is a profound gift to families, to see their relative come alive.”

~ Jed Levine, Executive Director, CaringKind NYC (formerly Alzheimer’s Association NYC Chapter)

GETTING STARTED

MUSIC & MEMORY® Certification Training is offered both as a live webinar and on demand for staff who cannot attend the live event. Full teams are encouraged to join. After the webinar, teams receive unlimited access to additional training, resources, videos and support via our members-only website, the Care Community.

To learn more about our training process, associated costs, and the benefits of personalized music, visit musicandmemory.org/training.

To register your organization for training, please visit our website musicandmemory.org/registration.

CONTACT US

If you have questions about the Music & Memory program or how favorite music can bring comfort and connection to people in need, please contact us. info@musicandmemory.org

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