



Wisconsin Music & Memory – Lessons Learned

Over the last three years, the Wisconsin Department of Health Services (DHS) has collaborated with a number of nursing homes, assisted living facilities, associations, community organizations, universities, and other states to help bring personalized music to persons with dementia and their caregivers. Through this collaboration, DHS has discovered better ways of implementing the program or encouraging the use of personalized music. These lessons learned have helped with ongoing implementation and sustainability. Some of these “lessons learned” include:

- 1. Challenge:** Regardless of the training received with the MUSIC & MEMORYSM certification, technology is difficult for some staff regarding iTunes, creating playlists, and managing the music.
Lessons learned:
 - DHS staff conducts a monthly webinar that includes a “Chat Pod.” This issue was addressed by inviting a participant who has implemented the program well to act as a peer for others and included a discussion about how to implement the technology.
 - This issue has been brought up during a number of webinars in the “Chat Pod” with peers giving support and ideas.
 - Phase III of the nursing home implementation using Civil Money Penalties (CMP) will focus on having the nursing home work directly with a local middle or high school. The students will be able to help the nursing homes with the technology and be able to use the hours to meet service hour requirements. The nursing homes will offer access to their facilities, residents, and families to help students better understand and appreciate the importance of our elders and decrease the stigma of dementia. Lessons learned from Phase III will be shared with all participants.
 - DHS staff frequently reminds participants that anyone struggling can retake the MUSIC & MEMORYSM certification or have others within their organization take the training/certification at no additional charge during their first year of the program.
 - DHS staff reminds participants to submit questions or concerns to the DHS mailbox. The mailbox is covered by DHS staff who usually responds within 24-48 hours.
- 2. Challenge:** Staff turnover of key people trained in Music & Memory within the organization can delay or stop the momentum of their implementation and sustainability.
Lessons learned:
 - Since this issue was discovered in Phase I, DHS staff has encouraged as many staff as possible to attend the original training and certification by the national MUSIC & MEMORYSM program. Based on our experience, we believe that at least five attendees, including one staff member who is iTunes savvy, will facilitate program success. Attendees should represent nursing, social work, mental health, chaplaincy, as well as Life Enrichment/Activities and leadership. There is no additional charge for extra staff attending the training.
 - DHS staff frequently reminds participants that since their facilities are certified as MUSIC & MEMORYSM, others in their organization may take the training/certification, or staff can be retrained, at no additional charge.

- DHS staff encourages participants to join the monthly DHS Music & Memory webinars and to invite other staff within their organization to help with implementation and support.
- DHS staff reminds participants to submit questions or concerns to the DHS mailbox. The mailbox is covered by DHS staff who usually responds within 24-48 hours.

3. **Challenge:** Staff working the floor may not see the value of personalized music and may not offer it to the resident during their shift, losing out on the opportunity for positive intervention.

Lessons learned:

- One of the barriers identified was the fear of regulatory noncompliance if the iPods were being charged on a plug strip. DHS staff worked with department engineers to find out the regulatory issues and then created a Frequently Asked Questions (FAQ) document regarding this and presented it on a webinar, allowing the iPods to be charged in residents' rooms and accessible to residents throughout the day.
- DHS staff has promoted the "standard of practice" of allowing the iPods to remain in the resident's room and to be accessible throughout the day and encouraged use by all staff.
- During one of the monthly webinars, DHS staff invited a nursing home participant, who did a great job of implementation, to talk about the critical need to get all staff engaged in the program, including staff working the floor. This was done by showing the "Alive Inside" film, talking about it during staff meetings, and sharing success stories.
- DHS encouraged participants to submit "their Henry stories," which DHS then posted to the website as a success. DHS also posts participants "in the News." Both of these programs help support the positive stories occurring in facilities and help foster staff commitment within an organization to the intervention.

4. **Challenge:** To fully implement the program, it takes lots of hours and commitment at the higher levels of an organization.

Lessons learned:

- At the very beginning, organizations must embrace the program and support the key staff involved. A best practice includes all departments of the nursing home receiving an orientation and overview, including a viewing of the "Henry Video."
- Recognizing the commitment and hours to implement the program, DHS has helped underwrite the costs through Civil Money Penalty (CMP) funds and other grants.
- DHS has tried to support nursing homes as much as possible through monthly webinars, the DHS mailbox, through presentations at its association conferences and through direct response to phone calls and emails.
- DHS created a word-fillable brochure allowing participants to customize promotional material to help raise awareness and promote expansion of their program.
<https://www.dhs.wisconsin.gov/publications/p0/p00530.pdf>
- DHS realizes the success of these programs is contingent on the continued support of the leaders and their staff within the organizations. With this in mind, DHS staff is creating a webpage within the DHS Music & Memory webpage dedicated to having resources available to the participants. This will include best practices, archived webinars, archived DHS communication, results of research and evaluations, and other resources.
- In the fall of 2015, the national MUSIC & MEMORYSM program launched an updated login website for all certified facilities that will give them access to a number of great resources to help streamline their processes and implement best practices.

5. **Challenge:** Some facilities keep the personalized music locked up and have only authorized personnel bring the equipment out to residents. This may limit the opportunity for the residents.

Lessons learned: See #3 above with the first three bullets.

6. **Challenge:** The department furnished 10 or 15 iPod Shuffles and other equipment to the nursing homes. Some nursing homes and other facilities are struggling to expand and sustain the program.

Lessons learned:

- During one of the monthly webinars, DHS staff invited a panel of nursing home participants who did a great job of expanding their program to talk to their peers. This will be done at least annually during upcoming webinars because it was so successful.
- DHS encouraged participants to submit “their Henry stories,” which DHS then posted to the website as a success story.
- DHS encourages nursing homes to contact their local media to better inform the community of their successful program. Local news outlets are picking up many of these stories. DHS also posts these stories on the “in the News” section of the Music & Memory website. Many of the news stories include ways the facility expanded their program and can be a model to others who read the stories.
- DHS has partnered with the nursing home associations to encourage iPod donations that would then be donated to participating facilities to expand their program.
- For the last two years, DHS has partnered with the three Wisconsin Alzheimer’s Chapters to create teams to participate in the Walk to End Alzheimer’s along with an iPod donation drive to help with participant expansion and sustainability.
- Nursing home participants have expanded their programs through a number of venues, including:
 - Family, friends, and staff donations. One family donated the equipment for 61 residents so all residents of the facility had their own iPod.
 - Community donation drives.
- Community business donations.
 - Youth groups and service club donations.
 - Facility event inviting the community. One facility raised over \$3,000 to expand their program.
 - Local school raising money and donations through their service work.

7. **Challenge:** Sometimes music does not seem to work at all for an individual, or it works for a while, and then no longer seems to be effective.

Lessons learned:

- It is vital to find the song that really affects the person. If a resident is unable to contribute verbally, and there is no family or caregiver to help, it might have to be done by trial and error. An effective approach is to use the audio splitter along with a laptop in the person’s room or a quiet area. Using the facility’s iTunes library or iTunes account, the facility staff and resident can listen to the first few minutes of any song for free. Watch for positive reaction to the songs.
- Sometimes it is not the song, but the time of day, or the location within the facility that is not maximizing the effect. Change the time of day and location. Watch for any improvement and then communicate to all staff so they are aware.
- Sometimes staff needs to assess the headphones to make sure they work correctly for the individual. Some facilities have found that they need some different types of headphones for different residents.

8. **Challenge:** One particular nursing home had a change in ownership. The new company wiped out (erased) all the music that was in the Music Library.

Lesson Learned: Always have a backup of the facility’s music library.

9. **Challenge:** Nursing home staff members found value in attending the Wisconsin Music & Memory webinars, but because they worked various shifts, many found it difficult to attend the webinars.
Lesson Learned: DHS is now taping the webinars and sending participants a link to the webinar, so their staff can watch it at any time. These webinars will also be posted to the Participant Page of the Wisconsin Music & Memory webpage and available to the public.
10. **Challenge:** Some nursing home staff were struggling with ensuring all staff of their facility were promoting the use of the iPods with their residents.
Lesson Learned: This issue was raised in the “Chat Pod” during a monthly webinar. One of the participants took on the challenge of creating a model care plan that all participating nursing homes could use. This person contacted a number of participants who indicated they would help. This person then created a PowerPoint presentation and presented the care plan best practices during the December 2015 webinar.
11. **Challenge:** During the launch of the Wisconsin Music & Memory Program, facilities had to complete their training before the equipment would be shipped. Some participants said they wished they had the equipment during the training so they could better understand how things worked.
Lesson Learned: DHS staff encourages facilities to purchase a used or new iPod prior to the training so the equipment is available during their training and certification.



Division of Long Term Care
P-01177 (12/2015)