



FOCUS 2013

Presenters:

Dan Cohen

Deb Jacoby

and

Kim Loose

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### Session Overview

#### *3 Objectives*

1. Learn about Music & Memory  
Their Mission and Vision
2. The Benefits of Personalized Music
3. How to set up & begin an i-pod program  
in your facility or with an individual.

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### HENRY-On U-Tube



Henry, an elderly Alzheimer's patient in an American nursing home, recently became a viral star. In a short video that has been viewed millions of times online, he starts out slumped over and unresponsive — but undergoes a remarkable transformation as he listens to music on a pair of headphones.

<http://www.youtube.com/watch?feature=endscreen&NR=1&v=5FWn4JB2YLU>

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Music & Memory is a nonprofit organization which promotes the adoption of digital music technology to enhance the quality of life for the elderly and infirm, regardless of cognition, physical, or social limitations.  
[www.musicandmemory.org](http://www.musicandmemory.org)  
[www.facebook.com/musicandmemory](https://www.facebook.com/musicandmemory)

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### Wisconsin Grants

- Division of Long Term Care and Quality Assurance - Kevin Coughlin and Pat Benesh
- Use of Civil Money Penalty (CMP) Funds
- Initiative Started 7-22-13 with applications available
- Sept. -Nursing homes notified if they qualified.

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### The Benefits of Music



- Personalized music helps to restore memory that can be lost through the aging process.
- Personalized music is no cure, but it may well be the best therapy currently available to those suffering from various kinds of dementia and brain injury.
- Personalized music can relieve boredom, empower choice and provide avenues for genuine communication with loved ones and caregivers.

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**In what ways is music proven to impact health?**

• ***Alzheimer's***

"Persons with dementia maintain the ability to process music long after their ability to process verbal communication. Therefore, music may be used as a means of communication in persons even in the advanced stages of dementia."

Electronic Dementia Guide for Excellence,  
Department of Health, State of New York

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***Depression***

• "Music can lift us out of depression." Oliver Sacks, MD  
The research continues to catch up with what we know about ourselves -- that music lifts our mood and can counteract depression. When individuals have a stroke, get macular degeneration, have dementia, there is a greater incidence of depression related to their situation.

Music can be especially helpful in these situations.

***Pain***

- Listening to music can help reduce chronic pain by up to 25%.
- Journal of Advanced Nursing

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**Some Music History**

- Music has been interconnected with society throughout history. Every known culture on earth has music. Although early music was not recorded there is evidence of it through findings of flutes carved from bones and drum skins made from animal skin.
- Music helped Thomas Jefferson write the Declaration of Independence. When he could not figure out what wording he wanted for a certain portion, he would play his violin to help him get words from his brain onto paper.
- Albert Einstein is recognized as one of the smartest men who ever lived. A little known fact about him is that he did extremely poor in school. His teachers recommended he find a menial job as he was "to stupid to learn". Albert's parents bought him a violin. This was the key that helped him become one of the smartest men, for by playing his music, it helped him figure out his problems and equations by improvising on his violin.

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**Bodily Responses To Music**

- It has also been proven that music influences humans both in good and bad ways.



- Rhythm also plays an important aspect of music. There are two responses to rhythm.
  - 1. The actual hearing of the rhythm
  - 2. The physical response to the music.

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**Addressing the Need:**

Millions of Americans, living at home or in long-term care facilities, can face severe mental and physical difficulties. Despite the best efforts of their loved ones, their lives often lack meaning, spontaneity, choice, and reliable social interaction. Music & Memory's use of personalized music connects those suffering from memory loss or brain impairment with their own histories, giving them back music they have known and loved in order to awaken otherwise unavailable memories.

Hundreds of studies have documented the positive impact of individualized music on depression, anxiety, agitation, pain, and insomnia. Dr. Oliver Sacks' recent book, *Musicophilia*, affirms that "music can animate people with Parkinson's disease who cannot otherwise move, give words to stroke residents who cannot otherwise speak, and calm and organize people whose memories are ravaged by Alzheimer's or amnesia." Music & Memory means to bring these benefits to millions of people in need of them.

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**Commitment to the Wisconsin Grant**

- Personal computer
- iTunes account
- 1 iTunes savvy staff
- Abide by Apple's terms of service and the record music industry rules
- 4 1/2 hours of webinar training'
- Music Assessments
- Music downloading
- Conference Calls
- Tracking Outcomes

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## How did we start our iPod program?



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## iTunes



- iTunes for Dummies
- Set up an iTunes account. We only use gift cards – no credit card utilized

### Building Our iTunes Library

- Utilized what we had in house – now have a music cart
- Utilized our library, residents, staff etc...
- Library is now over 15,000 songs – terabyte and back up
- Abide by Apple's terms of service and the record music industry rules

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## Music Assessment



- Provided by the grant
- You can change it to meet your needs, music of your region etc...

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## How To Manage the Technology

- Numbered iPods, headphones, wall adaptors for resident identification/accountability/theft prevention
- Ziploc bagged the headphones -infection control. Policy written
- Identified areas for storage/charging-power strips – started in our department only
- Set up a sign out system
- Care plans – individualized
- Mini Speakers/splitters/Boombox connectors

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## Family Letter

Dear Family Member(s) or Friend(s),  
We are pleased to inform you that Rocky Knoll Health Care Center is part of an exciting music therapy project call the Well-Tuned: Music Players for Health program. The Music and Memory and the Institute of Music and Neurological Function (IMNF) are working with us to study the impact of personalized music listening on residents.

We have invited your loved one to be a part of the project and would like to make sure that his/her loved ones know what it is all about.

### What is Well-Tuned?

Well-Tuned is a program where nursing home residents listen to personalized music playlists, created with input from the resident themselves as well as family, friends, and the nursing home staff. These playlists are loaded onto iPods so residents can connect with the music they love; improve their overall health and well-being.

### How is this a 'pilot project'?

The creators of Well-Tuned are from the Music and Memory and the IMNF. In order to learn more about how the Well-Tuned program can benefit nursing home residents, a Pilot Project has been arranged which involves 40 nursing homes across North America. Rocky Knoll Health Care Center is the first in Wisconsin. We will run the project in our facility from Feb 2012 through Feb 2013 and share our results with the IMNF and Music and Memory, who will analyze the results in order to learn more about the impact of the music therapy on the well-being of residents. All facilities who have started the project have continued it after the pilot project has been completed.

### What about privacy?

Nursing home staff involved in the project will record how residents are impacted to personalized music playlists. However, no personal or sensitive information about residents will be shared with anyone.

### Where can I find more information?

Well-Tuned: Music Players for Health – [www.musicandmemory.org](http://www.musicandmemory.org)  
Institute for Music and Neurological Function – [www.imnf.org](http://www.imnf.org)

### Who can I contact at Rocky Knoll Health Care Center if I have questions?

Deb Jacoby, CTRS – Life Enrichment Therapist  
Kim Lopez, CTR, AC-SIC – Life Enrichment Director

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## Instruction Sheet

- iPod Instructions
- Buttons on front

- Play/Pause button
- Reverse/Rewind button
- Next/Fast-forward button
- Volume Up button
- Volume Down button

### Buttons on Side

- Off – must be off to charge
- Play in order
- Play-shuffle music

### Battery Light

- Battery full
- Battery 25%
- Battery low

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## Resident Success Stories

### **Richard**

We have a 91 year old gentleman who is a veteran and suffered a CVA. He is able to maneuver about independently and goes outdoors daily. His family thought he might enjoy listening to music when outdoors. Dick says "Their great"! You never lose interest. There is always a good song to listen to whether it is a repeat or something you don't hear very often. The technology on the ear phones is very sharp and clear. It sounds like the bands are right there in person. At one time Richard had his days & nights mixed up. The nursing staff asked if they could use it to keep him up during the day. After a few days he was sleeping at night & up during the day. He now states "I listen to it every day". It cheers up my days more than I thought possible. He loves the music and goes around the unit sharing his thoughts about the i-pod as well as sharing his music, encouraging them to listen in. He enjoys telling his grandkids about his own i-pod and the amazing music he is able to listen to any time he wants.



"I think these are wonderful. Technology is a miracle."

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### **Jeff**

- Jeff is a 66 year old Army Veteran with a diagnosis of Alzheimer's. Many days Jeff would "play possum", refusing to get up for breakfast or even get out of bed until late afternoon. After being initiated into the i-pod program, the nursing staff would take his i-pod into his room and help him with the headset. After 30 minutes Jeff would be up, coming down for breakfast and was often seen dancing in the hallway. This program really changed his entire daily outlook.



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### **Kenny Chesney**

<http://tiny.cc/ovjz2w>

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## Billboards



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## Seniors Fall In Love with Ipod

- <http://tiny.cc/57jz2w>

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**M&M Certification Program  
from the Music and Memory.org**

- *iPods are having a huge impact here . . . Families are excited about how some of their loved ones are more engaged in conversation, in better moods, and actually awake and more engaged throughout the day. Staff are asking for more involvement as they are seeing more cooperation with cares, meals, etc.*  
—Deb Jacoby, Rocky Knoll [Health Care Center](#), Plymouth, Wisconsin

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- “iPods are making a huge impact here in Wisconsin. I have about 30 iPods in use at this time. Families are excited about how some of their loved ones are more engaged in conversation, in better moods, and actually awake and more engaged throughout the day. Staff are asking for more involvement as they are seeing more cooperation with cares, meals, etc. We also have various children’s groups coming in, and telling them about this program seems to be giving them a connection with the older population.” —Deb Jacoby, Rocky Knoll [Health Care Center](#), Plymouth, Wisconsin

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www.musicandmemory.org  
Dan Cohen, Executive Director, Music & Memory,  
dcohen@musicandmemory.org, 917.923.5636

Rocky Knoll Health Care Center  
Deb Jacoby, CTRS 920-449-1240  
[djacoby@rockyknoll.net](mailto:djacoby@rockyknoll.net)

Consultant  
Kim Loose 920-544-1959  
[bkbessool@gmail.com](mailto:bkbessool@gmail.com)

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## More on Music & Memory

- **Seniors Fall In Love With iPods At Retirement Home**  
– <http://www.youtube.com/watch?v=U7-ow4BtkJ8&feature=>
- **Music & Memory Certification Program**  
<http://musicandmemory.org/landing/music-memory-certification-program/>  
<http://musicandmemory.org/training-publications/music-and-memory-nursing-home-certification-program/>
- **Certified Music & Memory Nursing Homes**  
<http://musicandmemory.org/about/certified-music-and-memory-nursing-homes/>

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## Share for Family Use

\* Family at bedside when family member ill/dying. Find out their music preference so they can listen either when their family doesn't care to, when resting or to what they prefer.

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## Breakout Exercise

- Guess the genre
- Name that Tune
- Try out an Ipod shuffle

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Questions



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