



Announcing:

Music & Memory Webinar Training

iPod-based personalized music delivers outsized therapeutic benefits and enhanced quality of life for persons living in long-term care facilities. We are pleased to announce our Fall webinar training schedule. The three 90-minute sessions will be offered:

September 10, 11, 12

October 2, 3, 4

November 7, 8, 9

Why personalized music? Music is already a central recreational activity in long-term care. Because it is group based, music availability is time-limited and the song selection is age-appropriate, not person specific. It turns out that total music personalization magnifies the benefits of music for residents regardless of cognitive, physical, or social situation in the following ways:

- Drastically reducing agitation and sundowning
- Increasing resident cooperation and attention
- Increasing engagement and socialization
- Providing meaningful activity for persons in dialysis, on vent, bedbound, and others less likely to benefit from group activities
- Enabling a non-pharmacological approach to reducing anti-psychotic medications

Cost: \$1,500 per facility; \$900 for the second facility under same ownership; \$600 for the third and each additional facility under same ownership. One year of support is included.

Please note: For nonprofits, \$500 in iPods/iTunes cards will be provided (limited to the first 20 for September training only). For the second facility under same ownership \$300 in iPods/iTunes cards will be provided and for additional facilities \$200 per facility.

Facility will:

- identify one (or two) staff who are iTunes savvy to be trained
- secure at least 20 iPods (used or new) before training begins
- provide a laptop (Windows or Mac) to house iTunes (used is fine)
- provide access to iTunes and high speed internet
- set up its own iTunes account (we will provide guidance on how to, if needed)
- abide by Apple's Terms of Service as well as the record music industry rules regarding digital music and assure that music will go to its intended recipients
- commit to making personalized music available to all residents within 12-18 months once the program is up and running and has proven its value (training includes best practice on how to secure donated iPods)
- implement program evaluation using our data assessment

Music & Memory will:

- offer regularly scheduled conference calls to support your program for one year
- provide one-to-one consultation, as needed
- list Music & Memory Certified facilities as a drop-off point for donated iPods in your area
- recommend Music & Memory Certified facilities to persons and organizations from the community who contact Music & Memory wanting to help
- pass along donations of iPods when available. Music & Memory is running a national iPod donation drive. Facilities that have successfully implemented their program, and who are running their own iPod donation drives, will be eligible to receive iPods as they become available.

To register, email the following to webinars@musicandmemory.org.

I agree to the above:

Facility Administrator

Facility Name

Date

Please mail this completed page and accompanying check to:

Music & Memory, Inc.

142 Emory Road

Mineola, NY 11501

Please email any questions to webinars@musicandmemory.org

Please indicate name, address, telephone, and email of the staff representative administering the program:

Name:

Email:

Address:

Phone:

FAQ:

Who takes responsibility for this program? Typically, the Director of Therapeutic Recreation manages the program.

How can I be sure that the music is being handled legally? This program follows iTunes Terms and Conditions and we work closely with both Apple and the music industry.

What about loss and theft? With more than 50 nursing homes currently running the program we have developed best practice approaches to minimizing loss and theft, which will be taught during training.

Won't this isolate residents further? Our experience has been just the opposite; residents become more social with fellow residents, staff, and visitors.

How do you evaluate results? We use a relevant subset of MDS questions and track them without using personal identification.

Where can I learn more about the program? www.musicandmemory.org

Where can I learn more about music therapy? The Institute for Music & Neurologic Function
www.musictherapy.imnf.org

Music & Memory is a 501(c)(3) organizations.