

**MUSIC & MEMORY<sup>SM</sup>  
PRIMER FOR MUSIC  
THERAPISTS**

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# MUSIC & MEMORY<sup>SM</sup> BACKGROUND

- Founded in 2010 as a 501c3 by Dan Cohen, MSW with the idea of bringing personalized music via iPods to people in nursing facilities.
- Highlighted in the award-winning documentary, “Alive Inside: A Story of Music and Memory,” released in 2013, nationwide in 2014, anticipated release worldwide in summer 2015.
- Dr. Connie Tomaino, MT-BC, LCAT, Director of the Institute for Music & Neurologic Function (IMNF) is a member of the Music & Memory<sup>SM</sup> leadership team.
- A panel held in November, 2014 at the AMTA National Conference and facilitated by AMTA President Elect Jennifer Geiger, included Dan, Connie, AMTA Professional Advocacy Co-Chair, Leslie Henry and Neurologic Music Therapist, Erin Spring from Ohio.

# BACKGROUND CONTINUED

- Training in the Music & Memory<sup>SM</sup> program can be completed in a 3-part webinar.
- Facilities can become a “certified” Music & Memory<sup>SM</sup> facility after completing the program. Individuals cannot become “certified” in using program.
- The confusion lies for some in that word “certification.”
- The idea is to provide training to many staff members in the use of iPods and creation of a personalized iTunes playlist for each resident, thereby allowing a facility to claim that they are “Music & Memory<sup>SM</sup> Certified.”
- The challenge to each facility is how to sustain the Music & Memory<sup>SM</sup> Program while dealing with frequent and ongoing staff turnover.

# ADOPTION OF PROGRAM

- Early adopters of the Music & Memory<sup>SM</sup> program included facilities in Wisconsin where the Department of Health Services has a Music & Memory<sup>SM</sup> Advisory Board; Dale Taylor and Leslie Henry are members.
- Ohio's Department of Aging has a Music & Memory<sup>SM</sup> Steering Committee; Erin Spring is a member.
- Colorado's Department of Health also has a Steering Committee; Caitlin Stroud is a member.
- Utah's Commission on Aging has a Music & Memory<sup>SM</sup> Coalition, on which Emily Christensen serves.

# FUNDING FOR MUSIC & MEMORY<sup>SM</sup>

- The Music & Memory<sup>SM</sup> program encourages facilities and loved ones to make donations of used iPods, new iPods, and iTunes gift cards.
- The aforementioned states have applied for and received Medicare grants to cover the cost of facility training and a “start-up kit” that includes a limited number of iPods, an iTunes gift card and the \$1000 facility training.
- Non-profit facilities can receive a start-up kit for no charge (but must still pay \$1000 for the training).
- Wisconsin has applied for additional funding for expansion to the Native American tribal community, the remainder of the state's nursing homes, the state's assisted living facilities, and to people with dementia who live at home.

# TRAINING

- The training consists of three modules:
  - Module 1: Program background, effects of music, music licensing, music assessment, playlist creation and community support.
  - Module 2: How to use iTunes
  - Module 3: How to use an iPod shuffle, logistics and sanitation.

The training is given over the course of 3 days.

# TRAINING CONTINUED

- No training is provided on how to help a client with adverse emotional or physical reactions to the Music & Memory<sup>SM</sup> intervention.
- Limited training is given on how to assess resident music preferences which includes talking with the resident, family or just putting on a variety of songs and marking “yes” or “no” if the resident appears to be enjoying it.

# BENEFITS

- Loved ones appreciate how this program has helped them connect to their person with dementia when it was not possible to do so before they used the personalized playlist.
- Staff see an increase in the ease of transitioning from one activity to the next by using the headphones with their residents.
- Some persons who become agitated with environmental sounds may benefit from a pure sensory experience with familiar music.
- Music Therapists see the benefits of clients gaining access to the music they love.
- Enjoyment of music is beneficial for most individuals, especially those who do not need music therapy.



# CAUTIONS

- It has been noted that not all persons like the use of the headphones which may be unfamiliar or uncomfortable.
- Some music causes strong reactions which can be harmful to residents unless someone trained to help process the emotions is available.
- Some persons who have progressed dementia may have sensory sensitivities, and the amount and type of sensory input may over stimulate the brain causing agitation.
- Some persons may become more active and/or mobile while listening to music and may need supervision to prevent falls.
- With the powerful influences of music, persons need to be monitored and not left alone with headphones while listening—engagement is important to success.

# MUSIC THERAPY AND MUSIC & MEMORY<sup>SM</sup>

- Music Therapists across the nation have been implementing the Music & Memory<sup>SM</sup> program as a supplement to the music programming package provided by a facility.
- This music programming package may include entertainment, listening, movement and music therapy.
- Facilities who use music therapists as consultants for the Music & Memory<sup>SM</sup> program may see an increase in satisfaction with the program, a better chance for longevity and sustainability.

# INVOLVING A MUSIC THERAPIST

- Here are some ways a music therapist could be involved in the implementation of the Music & Memory<sup>SM</sup> Program:
  - Addressing unexpected and adverse responses
  - Guiding the music preference assessment process
  - Ongoing Staff/Program training
  - General program problem solving
  - Gathering staff, family and community support

# The Music Therapy/Music & Memory<sup>SM</sup> Relationship

## Where Is The Line Between Them?

- Dementia results from decreased brain functioning.
- Music accesses and activates all portions of the human brain simultaneously.
- This heightened brain activity is the reason functional changes are observed with both Music & Memory<sup>SM</sup> and Music Therapy.
- Music Therapy incorporates evidence based interventions to further enhance brain functioning in order to achieve physical, social, emotional, cognitive and communication outcomes specific to each resident's unique treatment objectives.

# Research in Wisconsin

- WI DHS cites data indicating that it is now 3<sup>rd</sup> lowest in the nation in the use of psychotropic medication since beginning participation in the Music & Memory<sup>SM</sup> program.
- UW-Milwaukee is conducting research to determine if Music & Memory<sup>SM</sup> use results in improvements in resident function as determined by measurements on a portion of the MDS (Minimum Data Set).
- The Oshkosh Dementia project is planning a Facilities Inventory Survey which could reveal more about general iPod use.
- UW-Eau Claire is studying the effects of Music & Memory<sup>SM</sup> on staff through its Department of Social Work and its Center for Health Administration and Aging Services Excellence.

# AMTA SUPPORT

- Members of the American Music Therapy Association can access supporting documents and FAQs on the topic of Music & Memory, dated January 2014, September 2014 available at [musictherapy.org](http://musictherapy.org).
- MindstormMonday webinar on the topic of Music & Memory<sup>SM</sup> features information provided by Erin Spring on 2/16/15 at [MusicTherapyEd.com](http://MusicTherapyEd.com).
- Bibliography of research on the topic of various music interventions for those with dementia.

# A WORD ABOUT THE MOVIE

- “Alive Inside” has been shown in movie theaters across the country, often accompanied by a panel of respondents to answer questions.
- Panelists varied-sometimes including Dan Cohen and Connie Tomaino and sometimes including area music therapists, but not always.
- Prior to the production wrap of the movie, AMTA staff viewed the draft and made suggestions to remove the term “Music Therapy” from the film because an iPod program is not music therapy.
- Connie Tomaino was re-filmed to provide more information but the new footage was not included, nor were AMTA’s suggested edits for clarification.

# MORE ON THE MOVIE

- The movie depicts the reactions to music that music therapists see every day. It's one of the many reasons why we do what we do.
- We can use the movie as a spring board to talk about personal experiences using music as a tool to engage, motivate, encourage our clients.
- We can use the movie to begin and continue the dialog regarding the power of music.



# RESOURCES

- [www.musicandmemory.org](http://www.musicandmemory.org)
- [www.aliveinside.us](http://www.aliveinside.us)
  - The Alive Inside Foundation
- [www.cbmt.org](http://www.cbmt.org)
- [www.musictherapy.org](http://www.musictherapy.org)

# QUESTIONS OR COMMENTS?

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