



# The Primrose Press

Primrose  
Alzheimer's Living

2080 Guerneville Road  
Santa Rosa, CA 95403  
(707) 578-8360

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## Music and Memory

**Music & Memory** is all about bringing joy into the lives of people suffering from Alzheimer's, other forms of dementia and a wide range of cognitive and physical impairments. Their approach is simple, elegant and effective: they train professionals in nursing homes and other elder care settings how to set up a personalized music program that integrates smoothly into the life of the care organization. Musical favorites tap deep memories not lost to dementia and can reawaken elders, enabling them to feel like themselves again, converse, socialize and stay present.

Executive Director Dan Cohen founded **Music and Memory** with a simple idea: Someday, if he ended up in a nursing home, he wanted to be able to listen to his favorite 60's music. He'd heard a recent news report about how iPods have grown so popular. Why not bring used iPods as well as new ones into nursing homes to provide personalized music for residents? Drawing on his background in leveraging technology to benefit people who would otherwise have no access, he created personalized playlists for residents in a Greater New York nursing home. The program was a hit with the residents, staff and families, and became the prototype for a bigger effort. In April 2012, a documentary about their work, **Alive Inside: The Story of Music and Memory**, was in the final stages of production.

A video clip of Henry, one of the residents featured in the film, went viral with millions of views, boosting awareness and enthusiastic interest in the program.

The documentary won the Audience Award for best U.S. Documentary at the 2014 Sundance Film Festival.

As we all know from hearing that song associated with a first love or the hits that were popular in our teen years, music is profoundly linked to personal memories. In fact, our brains are hard wired to connect music with long-term memory. Even for people with severe dementia, music can tap deep emotional recall. For individuals suffering from Alzheimer's, more recent memory for things—names, places, facts—is compromised, but memories from our younger years can be well-preserved.

Favorite music or songs associated with important personal events can trigger memory of lyrics and the experience connected to the music. Beloved music often calms chaotic brain activity and enables the listener to focus on the present moment and regain a connection to others.

This year we are fortunate to have a student from the Waldorf School in Santa Rosa, working with us to bring the Music & Memory program to Primrose. She is fundraising to bring us the training and expertise to our facility, along with asking for donations of gently used iPods for our residents to use.

Thank you, Kayla!

### Primrose Directors

Executive Director

John Wotring

Marketing Director

Viki Stockwell

Program/ Activity Director

Jennifer Watson

Wellness Director

Alecia Tichava

Dietary Director

Jack Burton

Day Club Director

Lauri Connors

Plant Operations Director

Nick Meyer

### Attn: Families

Please give resident gifts of food to the shift manager to give to your family member... we have some residents with food allergies that could be life threatening if they ingest them.

**Thank You**





Grazella and John make grass skirts for the Luau



Dave, Yolanda and Mary show off their art in-progress

## In the Day Club

August was a lot of fun! We made paper mache crafts with a new instructor (come visit our jungle in the day club). We had a lovely Luau party with pineapple upside down cake, grass skirts, Hawaiian music, and dancing. Also, if you haven't seen them yet, come visit our garden's sunflowers. It's lovely to see what comes of those little seeds we planted a few months ago. There are even a couple that are a beautiful deep red.

Amongst other things, in September we will be celebrating a mock wedding. Anybody feel like getting hitched? (just kidding). Two lucky people will enjoy being the stars of the day and the rest of us will flock around them making up the members of a wedding. We'll enjoy cake, costumes, the wedding march, and probably a lot of good laughs.

## Primrose Activities



Harold works on a sculptural piece in our new Art Class



Machael plays the accordion for us every 2nd and 4th Sunday

Our summer heat turned to foggy coolness this month hampering our outdoor activities. We don't let a little fog get us down, we made our own "fun in the sun" with our Hawaiian Luau. We made our own Lei's and grass skirts, and even enjoyed some mock Mai Tai's thanks to the Jack and his staff.

On the 26th, we celebrated National Dog Day with the help of our therapy dog, Teddy.

Teddy showed off his talents in the area of "agility" by jumping over and running through a series of obstacles set up by his owner Dave.

We have a new Art Class that started this month focusing on sculptural creations lead by instructor Debrah Colotti. She has a wonderful way of bringing out the creativity in our residents while making the process really fun!

**Welcome Deborah!**



## Kitchen Corner



Greetings from the Primrose Kitchen!

In Sonoma County, summer seems to stretch well into the Fall, all the way through the grape harvest and near to the time when the olives are ready to pick. We are now in the heart of our season of warm days, so our four week menu cycle features some summer favorites like cheeseburgers, and shrimp roll sandwiches with a variety of fresh coleslaws, salads, and ripe watermelon.

This month, I would like to share a few of the ways we add interest to summer salads made with crisp shredded cabbage.

Bon Appetite! Chef Jack


1. For mayonnaise based slaw dressings, try adding a touch of Dijon mustard and apple cider vinegar. For the slaw mix, add shredded apple, jicama, or golden beets to your standard blend of cabbage and carrots.

2. For an Asian twist, try this new Primrose Vinaigrette recipe on a mix of shredded cabbage, carrots, apple and julienned green onion:


Combine:

1/3 cup	Rice wine vinegar
1 Tbl	lime or lemon juice
1 Tbl	Fresh ginger, minced
2 Tbl	Sesame oil
2 Tbl	Sugar
2 Tbl	Soy sauce
1/2 tsp	Chinese 5-Spice
1/2 tsp	Garlic Powder
3/4 cup	Light Olive or Peanut Oil

## Community Presentations



Our speaker, **Dr. Allen Bernstein**, a medical leader in research studies on stroke, migraine, and pain in addition to Alzheimer's Disease will be presenting:



### “Fixable Memory Problems”

At Primrose, 2080 Guerneville Rd., Santa Rosa

**Wednesday, September 17, 2014 from 2:00 – 4:00 pm**

Please call by Monday, September 15th to RSVP at (707) 578-8360

## Primrose Caregiver Support Groups

In **Santa Rosa**, we have a group that meets the **1st Tuesday of every month** from **2:30 - 4:00pm** at **Primrose** (2080 Guerneville Road).

*\*At Santa Rosa location only - Day Club is offered for loved ones while attending the Primrose support group; please call prior to group for a Day Club reservation\**

In **Sebastopol**, we have a group that meets the **2nd Tuesday of each month** from **10:30am - Noon** at the **Sebastopol Senior Center**. **Note: Care is not available at this group.**

Our **Windsor** group meets **every 3rd Thursday** of every month from **10:30am - Noon** at the **Windsor Senior Center** (9231 Foxwood Drive). **Note: Care is not available at this group.**

In **Rohnert Park**, group meeting **every 4th Thursday** of every month from **10:30am - Noon** at **Emeritus, Rohnert Park** (4855 Snyder Lane). **Note: Care is not available at this group.**