



The Primrose Press

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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. 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.

We have the Music & Memory program here at Primrose and our residents truly love it!

Dr Allen Bernstein

will be presenting on **Music and the Brain**

On Wednesday, March 22nd 2018

2pm to 4pm

Please RSVP to 578-8360



Music's the medicine of the mind – John A. Logan