

understanding MUSIC & MEMORY

MUSIC PERCEPTION
EMERGES FROM THE
INTERPLAY OF ACTIVITY IN
BOTH SIDES OF THE BRAIN.



MUSIC TRULY HAS HEALING POWER!
Listening to music can decrease anxiety, speed healing,
increase optimism and decrease pain.

Music is strongly associated with the brain's reward system. It's the part of the brain that tells us if things are valuable, important or relevant to survival.



DEVELOPMENT

A baby's brain registers rhythmic patterns, and changes in beat and melody are picked up.



PERCEPTION

The type of music you listen to affects the way you perceive the world.



HEARTBEAT

Your heartbeat changes and mimics the music you listen to.

MUSIC
& MEMORY

MUSIC, DEMENTIA & MEDICATION

The number of Americans 65 and older with Alzheimer's is expected to nearly triple by 2050 — 13.8 million from 5 million now. The annual cost of dementia in the United States in 2050 will be \$1.2 trillion, according to the Alzheimer's Association.

Music is used to increase or maintain a level of physical, mental, and social/emotional functioning. The sensory and intellectual stimulation of music can help maintain a person's quality of life.



PERSONALIZED MUSIC

In a recent Music & Memory™ survey, when 26 nursing homes were asked if the use of personalized music has been effective with verbal and physical behaviors, 6 in 10 reported that it has been effective with many or all residents.

When staff were asked if the use of personalized music can help in reducing use of anti-psychotic medications, 50% said yes.

An iPod Shuffle costs \$40. Personalized music enhances memory, increases communication and heightens emotion.

Residents become more active and tend to sing, dance and come alive. If people regularly listen to music their cognitive test scores actually improve.

VS.



MEDICATION

Anti-psychotics are a class of drugs that were never developed for older adults, but have been cross applied to deal with anxiety, depression, and angry outbursts that are common for Alzheimer's and dementia residents.

They increase falls, injuries from falls, and can even cause death.

Medications can cost thousands, often stifle the patients ability to communicate and suppress emotions.

Cognitive abilities lessen and the resident becomes withdrawn, and closed off from their surroundings.

turn up the music | turn down the meds

NOTE: We are not stating that music be used to replace medications. There are benefits to both and all options should be considered and carefully thought out.

HOW YOU CAN HELP

MILLIONS OF MINDS NEED THE POWER OF MUSIC

Many of us benefit from music everyday. Millions more need it, specifically those with memory issues. Evidence is piling up everyday that music helps stimulate lost memories and can even help restore cognitive function. So, if you are a music lover, know someone with a form of dementia or just want to help a friend, here are a few ways you can help spread the healing power of music.



VOLUNTEER

Visit your loved one, your local nursing home, or anyone who might be in need. Research their era and try and find out what music interests them most. Wipe your old iPod and load some of their favorites tunes on it. Slip the headphones on them, hit play, and watch them come to life!



WATCH THE "ALIVE INSIDE" DOCUMENTARY

You might be saying, "really, I can help just by watching a movie?" Yes, you really can. This film is so powerful and motivational that it should be required viewing by all of mankind. Check it out, and take action today.

[AliveInside.us](#)



DONATE & SPREAD THE WORD

We have set up a page to accept cash donations so that we can continue to supply iPods, music and training to our caregivers and memory care residents. You can also discover more ways to donate, run your own campaign or donate your iPod at [MusicandMemory.org](#)

Please share this and tell everyone you love about the power of music!



Learn more and take action today at
MIRACLEOFMUSIC.US

[WalkerMethodist.org](#) | [MusicAndMemory.org](#)

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