

EXECUTIVE SUMMARY

The Arnprior Public Library launched one of the first Music and Memory Programs in Canada connecting a public library to residents of a local nursing home. We call it "***The Music of Your Life***". The project is an ambitious effort launched in June 2016. It involved not only community awareness and fundraising but also volunteer support to become a dynamic, full circle, intergenerational community effort.

PROJECT PROPOSAL / DESCRIPTION

GOALS & OBJECTIVES

There is no better time than Ontario Seniors Month to explore community resources, partnerships and connections, and that's exactly when the Arnprior Public Library and the Grove Nursing Home began their journey together in June 2016.

The initial goal was to bring a comprehensive Music and Memory program to each of the home's 60 residents as well as participants in its Adult Day Program. The inspiration was drawn from the documentary Alive Inside – about the power of music in memory care.

The business plan was devised and spearheaded by the library. Right from the start it was clear that the project exemplified key points in the strategic plans of each institution. The Library's goals include community connections, expanded Homebound Services and raising its profile in the community. The Grove's plan outlines goals to strengthen community partnerships, exhibit exemplary care and provide purposeful programming.

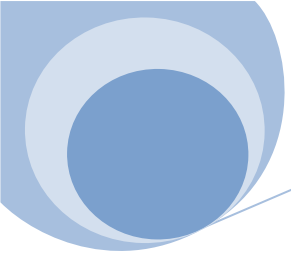
The launch of the project brought community buy-in in terms of donations – both monetary and gently used iPods. The \$4100 fundraising goal was reached within 4 months. There was support from individuals, the business community, the local service club sector, and even Apple Canada that offered some discounts.

By the end of the summer, the library began the purchase of music, based on individualized music surveys which were completed with the assistance of local high school who received community hours and college students who gained experience through co-op placements.

To provide accountability, the library retains ownership of the devices and the music; the Grove accesses the resources with its library card, thereby fostering a community connection that will continue for years to come.

RELEVANCE TO OTHER LIBRARIES

This program connects the library to an aging population in an engaging way. It augments accessible services; builds community partnerships; raises the library's profile to the medical community as a source of valuable resources; expands the library's non-book collections; social innovation; AND who knew libraries could help reduce medication!



RELEVANCE TO GOVERNMENT PRIORITIES

Capacity Grant - the library purchased additional iPod Shuffles to expand the program to include patients at Hospice Renfrew and Seniors in the community – this is in line with the grant's goal of augmenting access to technology;

Ministry of Health - the program promotes personalized care in a long term care setting.

Ministry of Education – promotes intergenerational connections while providing high school students access to meaningful volunteer hours.

PROJECT MANAGEMENT

PLANNING, DESIGN, IMPLEMENTATION AND TIMELINES

April 2016 Library acquires documentary Alive Inside



May 2016

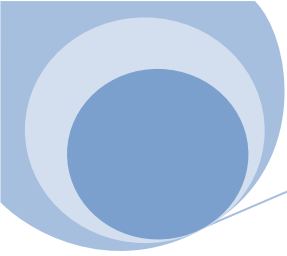
- Librarian Karen DeLuca meets with Grove's Tracey McCormick to discuss options for a partnership.
- Project will be a community fundraising effort in the hopes that the \$4100 target could be reached by August to outfit each of the Grove's 61 residents with a personalized playlist iPod
- Grove begins process of collecting surveys with assistance of local high school students, staff and family members

June 2016

- As part of Ontario Senior's Month, the library brings its portable green screen to the Grove for a promotional photo shoot
- Press release marking start of the fundraising / awareness campaign



- Library starts accepting gently used iPods so they can be repurposed.
- Apple Business Brance is contacted for possible discount on the purchase of new iPods and offers an 8% discount
- Arnprior Rotarians embrace the idea with a \$500 donation and a pledge to champion the idea at their regional meeting
- Local musician Craig Cardiff agrees to give concert at the Library with half the proceeds going to the project



August 2016

- Donations exceed \$2600; music is purchased based on initial surveys
- Grove cuts acrylic and resident sands edges so devices can be mounted on the frames allowing for better control (i.e. not getting lost in bedding etc.)
- Grove sources headphones and a charging station.

September 2016

- Library signs out 29 iPods to the Grove's library card
- Each circulates for 3 months with playlist printout. At the end of this period, any iPods requiring an updated playlist come back to the library and area high school students in need of community hours will assist in updating the surveys. iPods which still meet the musical tastes of the residents will be renewed for another 3 month loan. All playlists will be reviewed on this 3 month cycle.
- Library creates photo display for promotional purposes.
- Grove staff begin documenting usage of iPods
- Donations reach \$3440 including \$505 raised from the music concert.
- Shipment of remaining 30 iPods arrive; accompanying ear buds are sold at the library with \$10 purchase price folded back into the fundraising effort.



Thomas before the music



Thomas as the music begins



Thomas "wheelchair dancing" to Johnny Cash

October 2016

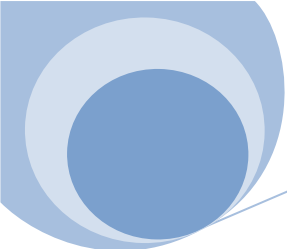
Phase 1 complete: All of Grove residents have a personalized playlist

Donations (cash, iTunes cards and iPods reach \$4005

CBC Radio and Television interviews air on Ottawa Morning; Ontario Morning and Ottawa Evening TV News.



Hallie Cotnam visits the Grove
(Interview available on library's website)



- November 2016
 - Library contacted by Music & Memories Founder Dan Cohen from New York. He is the producer of the Alive Inside Documentary and informs that Arnprior is the first public library in Canada to launch the program
 - CBC report is shared more than 8300 times on social media
 - Grove Nursing Home resident doctor prescribes iPod therapy for residents who sometimes display combative behaviour during care.
 - Nursing staff institute a clinical tracking system to monitor the effectiveness of the music therapy

- December 2016 Phase 2 complete – Adult Day program playlists created for the 25+ ADP participants at the Grove

- 2017

Phase 3 – Community Program launched
Community interest spikes as library patrons begin to ask for iPods for family members residing at home, seniors' residences and neighbouring long term care facilities.

Hospice Renfrew creates an institutional card so it can use the program for its patients. On average 6 iPods are signed out to Hospice Renfrew at any given time.

Apple Inc announces it will cease manufacture of the iPod Shuffle. The remaining Canadian stock is sourced through various vendors and the library uses it's Capacity Funding for the purchase.

The project receives the 2017 Community Connections award from the Ontario Association of Non-Profit Homes and Services for Seniors (Advant Age Ontario). Award monies will be used to purchase music as required.

The Arnprior Public Library is the recipient of special funding courtesy of the Frank Cowan Insurance Home Town Program. The financial contribution of \$1500 will help to sustain an amazing Music and Memory Program.

- 2018
 - Digital music library continues to grow and features ethnic folk songs, a full range of popular music genres, classical and more.
 - Approximately 80 iPods are in constant circulation

COSTING

Purchased iPods	\$3,955	(initial plan and ongoing project costs)
Value of donated iPods	\$1,200	
Purchased music (iTunes)	\$1,870	
Value of iTunes Gift Cards	\$ 285	
Value of award money for future digital music purchase	\$2,000	
Sub-total	\$9,310	
Staff time for business plan and project startup	\$4,200	
Total	\$13,510	

Note: Award monies are held in reserve for future music purchases based on surveys. The program is the responsibility of the CEO who volunteers to curate the individual playlists on an at-need basis. For costing purposes, the ongoing management of 80 iPods requires about 2 hours per week of staff time. The initial set up of the playlists was more time consuming – approximately 2 hours per iPod. Now that the library has a listing of common themed playlists, the creation of the updated playlists is more efficient.

OUTCOMES / IMPACT

There is a rich body of research supporting the benefits of music in dementia care and palliative care and this project has demonstrated a marked increase in socialization; a catalyst to foster meaningful relationships between care partners and residents; and a decrease in agitation.

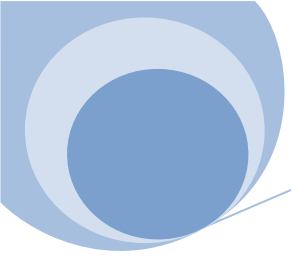
The music helps to calm brain activity enabling the resident to focus on the present moment and regain that vital connection to others. On the other side of the coin, it also allows the resident create their own calm world within the often busy world of a long term care facility.

The selection of music is as individualized as their life stories. No two playlists are alike – and the music can act as a great equalizer in the relationships across the spectrum of care. This project has enabled staff to gain a deeper connection to each resident.

The program has also shown to be of great benefit to those requiring unexpected pain management, Additionally, it allows those seniors without dementia to share memories over old familiar songs, validate selfhood and form new bonds with fellow residents.

This is exemplified by the reaction of one of the Grove's family members:

"I walked into his room one day when he first was using it. He was sitting in the middle of his room in his wheelchair just singing and tapping his feet. With this thing in his hand he said come quick and listen to the music I have on this thing, of course he has never has had a set of earphones on ever! I forgot when he first got to The Grove someone asked me what kind of music does he like. I said none... he hates it when I play the radio at home. So I thought about our hymns at church and also our wedding song plus others we listened to years ago. But I had no idea why they asked me that. Well now I know. He is so happy with it now, he would like to have it every day, which I hope can be arranged when I can't be there to visit him."



BEYOND THE MUSIC

An unexpected spin-off benefit of this project is the use of the library's portable green screen to connect with area seniors.

The Library's green screen promotional toolkit has led to ongoing programming at the Grove Nursing Home and two of the community's retirement homes.

Joyous afternoons of photography sessions are now part of the Grove's regular programming. In fact, staff has painted one of their programming walls the perfect shade of green!

Imaginative play associated with this activity created moments of resident togetherness, laughter and joy. It's a great way to get a dementia mind to think outside of the box.