



Wisconsin Health Care Association

Wisconsin Center for Assisted Living



Better Services for Better Aging

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION CONTACT:

John Vander Meer – WHCA/WiCAL – (608) 257-0125

John Sauer – LeadingAge Wisconsin – (608) 255-7060

WISCONSIN CITIZENS ASKED TO DONATE IPODS TO HELP DEMENTIA PATIENTS

Donations of iPods, iTunes Gift Cards and Volunteer Time Gratefully Accepted at Participating Nursing Homes

MADISON – As a part of National Nursing Home Week, which runs from May 11 to 18, Wisconsin’s skilled nursing facility provider associations are asking members of the public to donate their new or used Apple iPod MP3 Players for use in the memory care of residents with Alzheimer’s and dementia in Wisconsin’s long-term care facilities.

LeadingAge Wisconsin and the Wisconsin Health Care Association, which represent the Badger State’s approximately 400 skilled nursing facilities, have asked their member facilities, who provide care to Wisconsin’s most frail, elderly and disabled residents to reach out to their local communities to expand the scope of the nationally recognized Wisconsin Music & Memory Program. Operated by the Wisconsin Department of Health Services, the Music and Memory Program helps people with Alzheimer’s and related dementias reconnect with the outside world through the use of iPods and personalized music playlists.

The following donations will be gratefully accepted at *participating skilled nursing facilities*:

- Donations of new and used iPods,
- iTunes gift cards
- Volunteer time and assistance

(A list of participating facilities can be found on the Music & Memory website located at:

<http://www.dhs.wisconsin.gov/music-memory/>.)

“I would encourage anyone with a new or used iPod to go to the Music and Memory website to watch a video of someone with Alzheimer’s or dementia listen to a personalized music playlist. They will see the healing power of music on full display,” said Tom Moore, Executive Director of the Wisconsin Health Care Association. “WHCA and LeadingAge Wisconsin are pleased to encourage Wisconsin residents to donate iPods for use in this remarkable program.”

At this point, the Wisconsin Department of Health Services has completed Phase One of the program by funding 100 Wisconsin Nursing Homes as Music & Memory certified facilities. These 100 facilities have been equipped to provide 15 residents with personalized music.

Phase Two of the DHS Music and Memory grant program will be launched later in 2014 with the anticipated expansion to another 150 skilled nursing facilities.

Initial outcomes of participants in the program have experienced decreased use of medications, increased quality of life for participating residents and other improved quality measures.

“The Music and Memory program presents a caring opportunity to connect the larger community with persons in need of specialize dementia care and services.” said John Sauer, President/CEO of LeadingAge Wisconsin. “In doing so, we have witnessed firsthand how the gift of music has rekindled our residents’ spirits and triggered reminiscing conversations between residents and their families, friends and caregivers.”

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