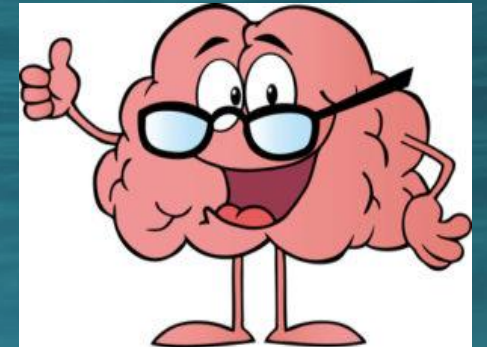


Music & Memories:



Using music to foster community & connections among seniors



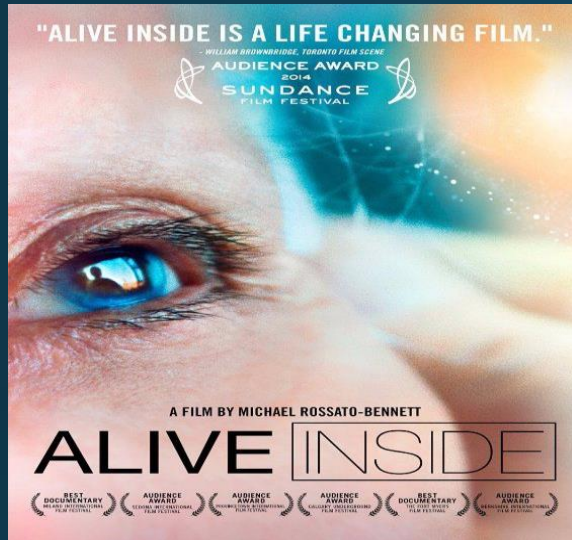
Phil Ford
Henrico County Public Library
Mobile Library Service

Chris Martin
Henrico County Public Library
Mobile Library Service

Objectives & Takeaways

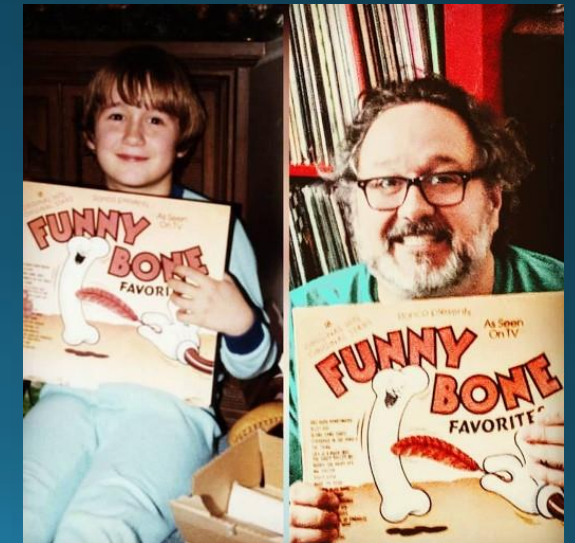
- Music can be used as a conversational tool for seniors through library programming.
- Music programs can influence older adults' perceptions about the quality of their lives.
- How to create your own Music & Memory kits to be used at your libraries.
- We will be using records, images and quiz points in the program to spark your participation and conversation. We will also encourage you to create your own playlists.

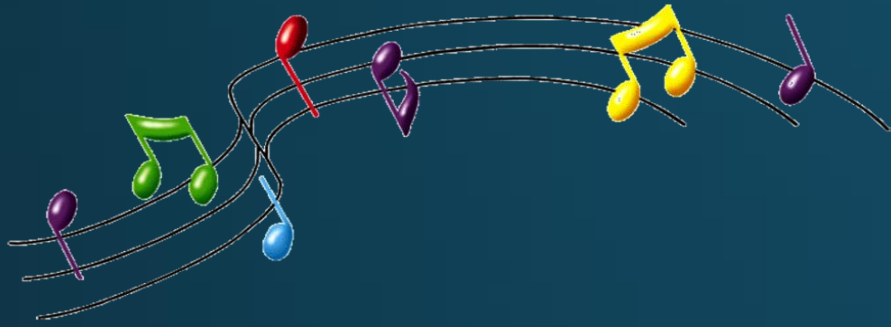
Music & Memory : Inspirations



Henry Excerpt

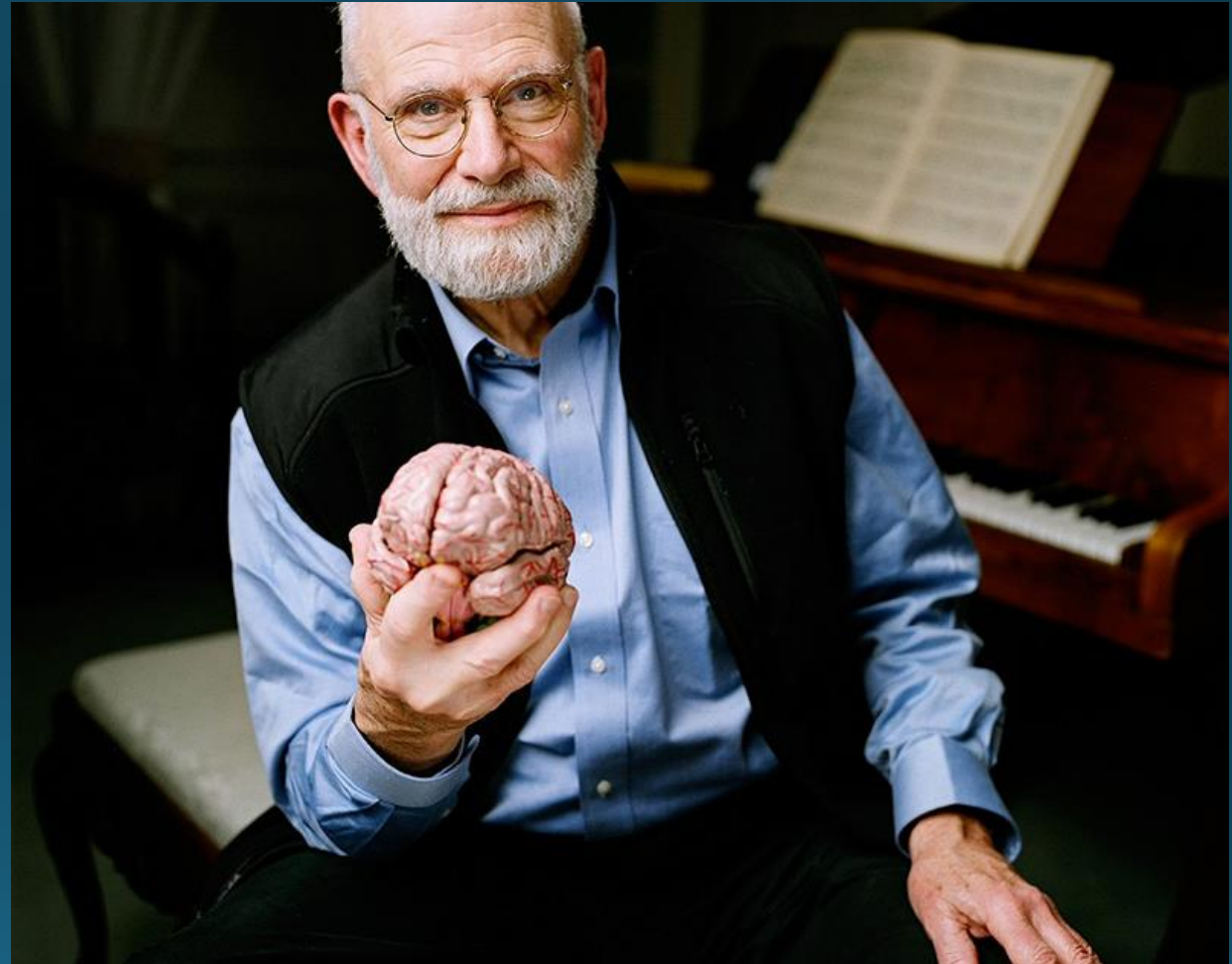
- Alive Inside: A Story of Music and Memory, 2014.
- Senior Centers playing music of their youth, seemed too passive.
- Our own love of collecting records and music.





“It is astonishing to see mute, isolated, confused individuals warm to music, recognize it as familiar, and start to sing, start to bond...”

- Oliver Sacks, *Musicophilia: Tales of Music and the Brain*, 2007



Music & Memory

“Music activities (both music listening and music making) can influence older adults’ perceptions about the quality of their lives. Some research has examined the effects of music listening on biological markers of health and subjective perceptions of wellbeing.” (Coffman, D. D. 2002. Music and quality of life in older adults. *Psychomusicology*, 18, 76-88).



ACTIVITY!

Let's create a playlist!
Recall the songs of your youth!

"Between the ages of 12 and 22, our brains undergo rapid neurological development—and the music we love during that decade seems to get wired into our lobes for good."

-Mark Joseph Stern, Slate.com,
Neural Nostalgia - Why do we love the music we heard as teenagers?

"The story of your brain on music is the story of an exquisite orchestration of brain regions, involving both the oldest and newest parts of the human brain, and regions as far apart as the cerebellum in the back of the head and the frontal lobes just behind your eyes. It involves a precision choreography... between logical prediction systems and emotional reward systems. ...it reminds us of other music we have heard, and it activates memory traces of emotional times of our lives. Your brain on music is all about... connections."

-Daniel Levitin, *This Is Your Brain on Music: The Science of a Human Obsession*, 2006

Exploring the Possibilities

- Research eras of music to our age population, what may have been popular to them (late 40s, 50s, 60s). General popular music via Wikipedia
- Chris created a quiz using those elements
- We decided rather than putting folks on the spot, we quizzed them on the song, or image of music star, and then used facts from their biography
- Created the card with image like you see.



Pricing



- Record player \$80-100
- Extra speakers \$20-30
- Record case \$30-50
- Record cleaner \$10-30
- Amazon, Target, Ebay (used does runs a risk)



Who has records anymore?!?



- One of the largest growing music industries projected to 2025.
- Used records easily available @ thrift stores, antiques stores, online auctions, and local record stores.
- Most of the used records of our seniors era are pennies to the dollar on cost.
- Library Friends or Foundations

Webs & Apps



Discogs

www.discogs.com

A music collection management system and marketplace listing.

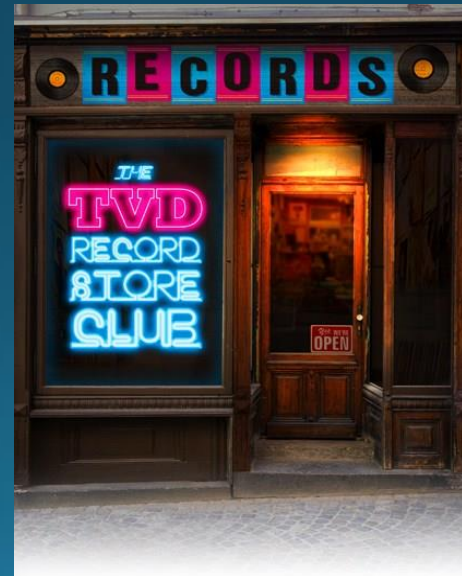
Great for keeping records of your records, want lists, and shopping.



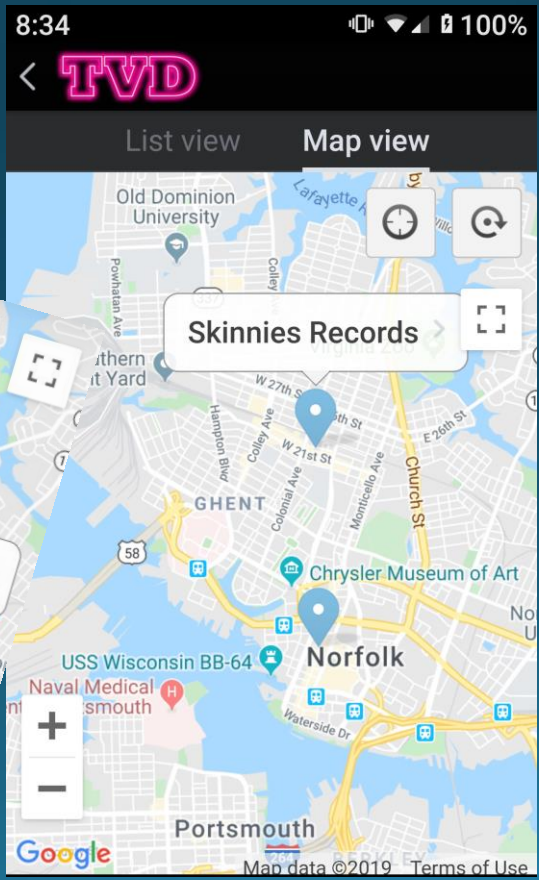
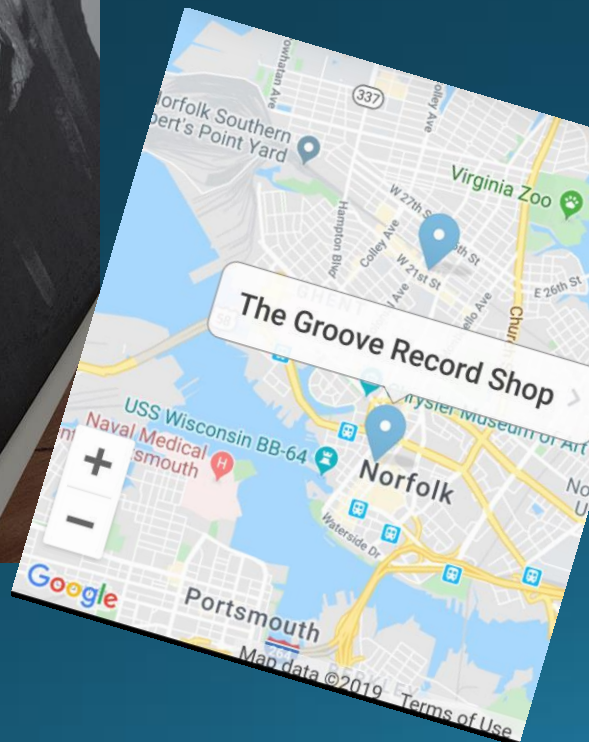
The Vinyl District

www.vinyldistrict.com

Vinyl and music store locator and events calendar for nearby records fairs.



Webs & Apps



Skinnies Records
431 W. 22nd St

The Groove Record Shop
401 A Granby Street

Why records?



We thought the tactile experience would bring them closer to the memory, like it was a record listening party of their youth.



What is in the Kit?



- Record Player, Records, record case, extra speaker
- Pictures of artist with facts
- Set list to be played at each location

Music & Memory



"The Program had a wonderful mix of music, trivia, and laughter to entertain everyone. The resident enjoyed listening to records and reminiscing about music from the early years. One resident had such a good time she got up and danced with Phil and Chris. The resident loved it!"

- Beth Wildermuth, Activities Director, Chestnut Grove

"Henrico County Library provides such a fun and entertaining class of Music and Memories. Residents laughed, loved, and reminisced about the music. Some residents even listened outside the classroom and remarked how wonderful it was. It was a delightful experience and they want more Music and Memories."

- Roslyn Oliveri, Activities Director, St. Mary's Woods Retirement Community



Music & Memory



Extensive neuroscience research has shown that many people benefit profoundly from hearing their favorite songs that tap fond memories. Some outcomes that may be experienced:

- Someone who has been silent or less communicative may begin to talk and be more social.
- Someone who has been sad and depressed may feel happier.
- Someone who has been less mobile may become more physically active.

(musicandmemory.org)

Bookable kits: for caregivers, centers, other libraries, and outreach locations

Two Types:

- Record player or MP3 version



Genre Kits

**SOUL
FUNKY
CLASSIC**



**ROCK N ROLL
1960s
SONGS**



**Holiday
Songs**

**BIG BAND
CLASSICS**

Classic
Soul



1950s
**Rock
&
Roll**

Resources

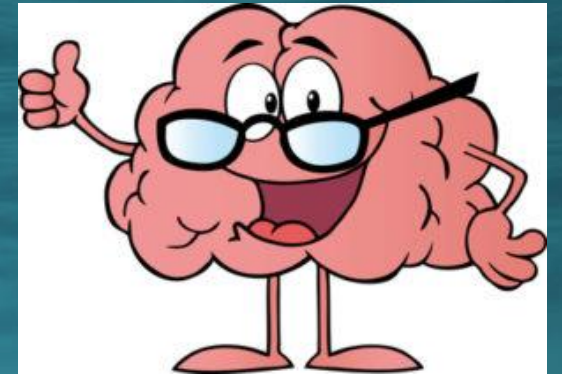
- Daniel Levitin, *This Is Your Brain on Music: The Science of a Human Obsession*, 2006.
- Oliver Sacks, *Musicophilia: Tales of Music and the Brain*, 2007
- Music & Memory : www.musicandmemory.org
- American Music Therapy Association: www.musictherapy.org

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