



NEWS RELEASE

Guide including practical tips on how to use music when listening alongside people with dementia launched by m4d Radio to celebrate first anniversary

Music for Dementia's specialist radio stream, m4d Radio, has launched a two-page guide especially for carers, on how to listen to music with people with dementia to make the most of sharing the experience. It includes advice from experts and experienced celebrity contributors including Music for Dementia ambassador and ambassador Lauren Laverne and Professor of Cognitive Neuroscience at LSE Sophie Scott CBE.

Created to celebrate m4d Radio's first anniversary, the handy '[5 Ways To Use Music' guide](#) is available on the m4d Radio website's information page, ready to download and print off for easy reference. It was created with carers in mind as a way to encourage and support them to include music into their every day, harnessing the power of music to enhance the lives of those they care for.

The guide also includes practical tips with information on topics such as volume and hearing, timing, which music to choose, personal care, and routine and ritual.

5 Ways to Use Music is written by experts in their fields or experts by experience. It includes contributions from Music for Dementia's Campaign Director and music therapist, Grace Meadows, who writes about music as a mood changer and Professors of Cognitive Neuroscience, Sophie Scott CBE and Catherine Loveday, who discuss physically connecting through music and making new memories respectively.

Choreographer, theatre director, TV presenter, and former dancer Dame Arlene Phillips covers exercise and music, while broadcaster and Music for Dementia Ambassador, Lauren Laverne explains how to create conversation through music.

m4d Radio is also celebrating its first anniversary with a stellar list of celebrities and personalities contributing individual playlists for a week's schedule of programming on the dementia-focused music stream.

Each personal playlist has been chosen as a combination of favourite, joyous songs, and personal music that is significant to the individual and their relative living with dementia. Between 28 June and 3 July listeners can tune-in to enjoy the special programmes via m4dradio.com or Alexa.



Former 'Strictly' judges Len Goodman and Arlene Phillips, broadcaster Dan Walker, and actresses Phyllis Logan, Angela Lonsdale, Vicky McClure, Jennie McAlpine, Shobna Gulati and Julie Hesmondhalgh have all contributed their favourite tunes and messages in support.

Grace Meadows, Campaign Director for Music for Dementia says: "It is noticeable how dementia has impacted the lives of many people including these celebrities, which reflects the situation in society as a whole. We're grateful that they're willing to share their experiences with our audience of carers and people living with dementia. Music has a powerful and unique role to play in dementia care and can enliven, stimulate and enable people to express themselves.

"We hope this guide will prove invaluable in supporting carers to feel confident in using music to make connections with those they care for and support. It's easy to see from looking at these playlists how some of these individual songs can uplift the spirits, calm someone if they are agitated, and use past memories to connect in the here and now."

Actress, presenter and author of 'Remember Me?' Shobna Gulati says about her playlist: "I chose these songs because they were firm favourites of my mother Asha, and I like to remember her when I hear them too. We are very musical, and our family home was called Geetangali – the place of songs and poetry – because in the past we all loved to sing and play music together. My mum would sing along very occasionally - she insisted she was tone deaf, but despite this, loved to be involved.

"Through her journey with dementia, and as she lost her memory, her eyes would begin to sparkle, and a wide smile would creep across her face when she heard these songs and she'd begin to dance and sing; she would be once again joyously transported to those times and places and faces she remembered."

M4d Radio was launched in June 2020 by Music for Dementia specifically for people living with dementia and their carers. A direct response to the pause put on live music performances and isolation due to the pandemic, it offers era-specific music 24/7 straight to people's homes. It has won two care industry awards and multiple plaudits from listeners.

Dame Esther Rantzen says:

"Music evokes memories and emotions with a unique power. Hearing a song we love lifts our spirits no matter how old we are, even when we are facing the challenges of illness and disability. This campaign reminds us all to share music with each other whether we are carers or cared for, so that we can create new happy memories together."

The anniversary celebrations will feature a 'dedication hour for carers' on Saturday 3 July with messages of heartfelt thanks and support from individual listeners especially for those that care for them. Given the challenges of the last year on the care community, this dedication hour will be particularly emotional and pertinent.



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Note for Editors

About Music for Dementia

Music for Dementia, funded by The Utley Foundation, campaigns for people with dementia to have music as an integral part of their care whatever their circumstances. We are calling on the music industry, philanthropists, and the health and social care sectors to help make this possible.

The campaign offers several invaluable resources for people living with dementia and their carers:

Musical Map for Dementia – an online interactive map which will become the largest and most comprehensive database of dementia-friendly music services in the UK.

The Musical Guide – a 2-page leaflet listing a range of musical activities for people with dementia and their carers to incorporate into the lives during COVID-19 and beyond.

About The Utley Foundation

The Utley Foundation was founded in 2014 by Neil and Nicky Utley. The Foundation exists to advance social causes and to act as a catalyst for greater funding and wider action for the causes it supports. Music is a personal passion of the founders and trustees and underpins many of the key funding areas of interest to the foundation. The trust has other charitable objectives including Armed Forces Veterans, Children and Overseas Aid.

A full list of the celebrities individual Playlist is available [m4d Radio What's On](#) website page.

MEDIA CONTACT DETAILS

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