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iPod amnesty campaign to stir memories

By Dominic Musgrave

MUCH loved music from the past will help stir memories and the imagination for more than 360 care home residents thanks to an iPod amnesty event being staged by Morris Care as part of its unique approach to caring for those living with dementia.

The leading care provider launched an appeal with all its staff, their families and friends, for old and unused iPods to be donated to coincide with Dementia Awareness Week.

The devices will be restored and filled with music from different eras and genres so that residents in their care homes who are living with dementia can tune in to the music which provided a soundtrack to their lives.

The hope is that it will help stimulate the brain and unlock memories connected with the songs.

Research has shown that music can soothe, stimulate and even bring back forgotten memories. This research links with Morris Care's Cedar Philosophy by offering an alternative form of therapy for residents living with dementia.

The Cedar Philosophy was developed by Morris Care alongside the University of Stirling as a way of

focusing on an individual's holistic wellbeing and personal needs, not just their nursing requirements.

Alison Hearle, dementia and social life lead at Morris Care, said: "Part of my role is to develop and embed our Cedar Philosophy across all homes and the iPod amnesty gives residents the opportunity to 'remember the music' and maybe even ignite a spark that could lead to the unlocking of a forgotten memory.

"This is a great example of how our Cedar Philosophy looks at every element of our residents' wellbeing."

"We are supporting Alzheimer's Society in its fight against dementia which is something close to our hearts. We really hope that we can further improve the quality of life for those living with dementia."

The amnesty was rolled out across all of Morris Care's six homes and their head office on the Welsh Bridge in Shrewsbury.

All Morris staff, families and friends are being encouraged to dig out and donate their dusty old iPods and give them a new lease of life.

■ If you have got a story for the next issue of Caring UK magazine, email reporter Olivia Taylor at ot@scriptmedia.co.uk or call her on 01226 734407. You can follow us on Twitter @caringuk



TV and radio presenter Gloria Hunniford officially opened Caring Homes' new, purpose-built care home Southlands Place in Bexhill. She toured the 72-bed home, meeting and speaking to residents, their relatives and the care team as well as visiting members of the public. Guests then enjoyed lunch, prepared by the home's chefs while listening to music by The Sussex String Quartet in the sunshine. Some guests also received a complimentary hair appointment or nail treatment at the Southlands Place salon.

Care group given gold for health and safety

BARCHESTER Healthcare has achieved a Gold award for the second year running in the RoSPA Occupational Health and Safety Awards, run by the Royal Society for the Prevention of Accidents.

Staff from Barchester's health and safety team will be presented with the award during a ceremony at the Hilton Birmingham Metropole hotel, on July 13.

RoSPA Gold Award winners have achieved a high level of performance, demonstrating well-developed occupational health and safety management systems and culture, outstanding control of risk and very low levels of error, harm and loss.

Cath Dyson, director of health and safety at Barchester, said: "I am delighted Barchester has been awarded the RoSPA Gold Award again in recognition of achieving the highest of health and safety standards."

"The support across the organisation, from senior management to operational teams, in promoting the importance of health and safety has led to a positive safety culture, where our residents and patients are at the centre of our risk management approach."

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