



music as therapy
international

Registered Charity No: 1070760

Charity launches campaign as Commission report highlights how music can improve dementia care

AN INTERNATIONAL charity is launching a new awareness campaign celebrating the remarkable ways music can improve our lives and change our approach to people in care.

[Music as Therapy International](#) is an award-winning charity with over 20 years experience bringing music into the lives of vulnerable people in the UK and around the world. They believe passionately in the power of music to make the most of people's potential, overcoming obstacles such as disability, trauma and mental illness.

The UK-registered charity's **#MusicCan** campaign is being launched to highlight the seemingly endless ways music can have a positive impact on the lives of every individual, no matter their circumstance or background.

Alexia Quin, founder and director of Music as Therapy International, said: "We are launching our campaign to highlight and celebrate the power and impact music can have for every one of us."

As part of the campaign, the charity are sharing a collection of short films demonstrating the effect music can have on improving care. They are also encouraging the general public to get involved under the **#MusicCan** hashtag and share their own personal thoughts and feelings on what music can do for them.

The campaign is launched to coincide with the publishing of a report (18 January 2018) following a Commission on Dementia and Music by the International Longevity Centre UK (ILC). Among its findings the Commission, which was sponsored by the Utleay Foundation, recognises the wealth of evidence supporting the use of music to improve the lives of people living with dementia.

According to figures from the Alzheimer's Society, there are around 850,000 people living with dementia in the UK today, with higher health and social care costs (£11.9bn) than cancer (£5.0bn), stroke (£2.9bn) and chronic heart disease (£2.5bn) combined. It is anticipated there will be one million people living with dementia in the UK by 2025.

Considering the use of music in dementia care, Alexia said: "This report clearly highlights the massive part music has to play in the care of people with dementia. Not only is music adaptable for people with different forms of the disease, it has no known negative impacts, especially when compared to the use of anti-psychotic medications."

Alexia added: "By focusing on the positive message of 'Music Can', we hope this campaign will help raise awareness of the potential for music to change the way we care.

The #MusicCan Campaign

To coincide with the announcement of the ILC commission's report on dementia and music, we are launching a public awareness and fundraising campaign under the banner of 'Music Can' (#MusicCan).

The message is simple; it's all about what **Music Can** do, how it has the power and potential to address not only a number of issues and problems in the care of vulnerable people, but also how it can improve all of our lives.

We will be sharing a collection of short films showcasing the ways music can be used to improve lives, and encourage you to share these films on social media with your own hashtag ideas of what music can do e.g.

#MusicCan bring people together
#MusicCan cheer me up
#MusicCan break down walls

This can be done within the text of social media posts, or printing and writing on our branded placard (included on the next page), photographing yourself holding it and sharing online (like below).



We will be reaching out to as many people and organisations as we can to take part and spread the message, but we need your help to make this as successful as possible!

Ways you can help:

- Share our posts / videos on social media
- Post your own #MusicCan ideas
- Ask friends and family to take part by posting / photographing themselves
- Consider your network for anyone else who could participate – any connections to people in public eye / celebrities?
- Keep an eye out for any relevant articles that tread similar ground for us to share with the #MusicCan hashtag

#MusicCan



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