



Your guide to becoming a key part of Singing for the Brain

Singing for the Brain brings people affected by dementia together to meet in a fun, supportive environment

Singing
for the

Brain[®]

an initiative by



What is Singing for the Brain?

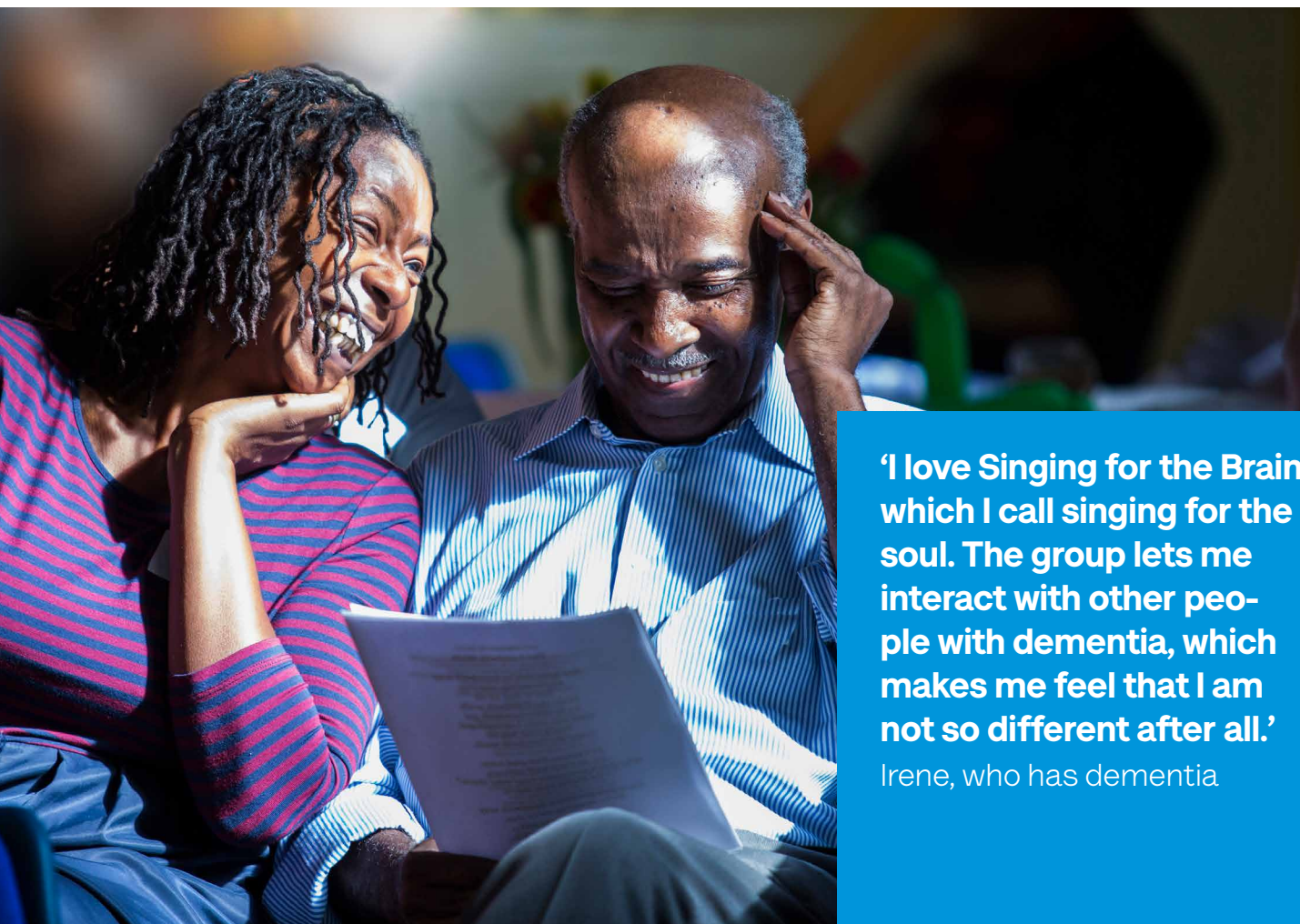
Singing for the Brain (SftB) is a highly successful support service for people living with dementia, their carers, family and friends. It has been developed by Alzheimer's Society and is currently delivered across England, Wales and Northern Ireland by Alzheimer's Society.

SftB uses singing to bring people with dementia together in a stimulating, fun, friendly and safe environment. It's collaborative and uniting – just as music is itself – bringing people together, improving brain activity, well-being and mood.

What lies at the heart of each session, is a sense of joy, calm and fun. It can help build new friendships, retain or learn new skills and boost confidence, helping someone to feel more positive and supported.

Music plays a key role in our identity and culture, and has an amazing effect on the mind. Whether it's listening, singing, or moving to the rhythm, each session creates powerful connections.

Through fun vocal warm-ups, and a variety of familiar and new songs, the music accesses and activates different parts of the brain. This has the ability to move us emotionally, express feelings and incredibly, recall past memories too. You only have to see people's faces to observe the special moments that form between loved ones.



'I love Singing for the Brain which I call singing for the soul. The group lets me interact with other people with dementia, which makes me feel that I am not so different after all.'

Irene, who has dementia

Why are we expanding our services?

In order to support more people affected by dementia we want Singing for the Brain to be accessible across England, Wales and Northern Ireland.



Every three minutes, someone in the UK develops dementia



By 2021, **one million people** will be living with dementia in the UK

We need to evolve our approach to support people affected by dementia, at this time we can only support virtual Singing for the Brain groups, or those being delivered in care homes. Our aim is to enable individuals and organisations to deliver their own SftB group, that can be replicated nationally.

This delivery method is co-developed by people living with dementia, music industry partners and our people currently involved in the delivery of SftB.

You will play a key role, in this innovative service delivery approach. Achieving a stable, reliable and replicable model that is consistent with our reputation. Each volunteer delivery partner is required to enter into a contract with Alzheimer's Society outlining the quality standards they need to meet. We will provide the

training and resources needed, as well as regular monitoring and feedback, to deliver a high-quality service.

By becoming a volunteer delivery partner you will help to shape the future of SftB, to ensure an effective and sustainable service. Together we will reach more people affected by dementia and provide them with better access to good quality and safe services.

Participants on one of our virtual singing for the brain groups during lockdown.



How do you become a volunteer delivery partner?

As a potential volunteer delivery partner you have the opportunity to develop this innovative service model. It's a really exciting time to get involved and shape the future of SftB, so together we can reach more people.

Before you become a volunteer delivery partner, there's a few things you need to do (we'll fully support you through this journey)

- Successfully complete assessment and training sessions, make sure the role is right for you or your organisation. We'll cover the following sorts of things:
 - An overview of Alzheimer's Society and SftB, what it is and why we need it
 - Expectations of your role as a volunteer delivery partner
 - Everything you need to know to deliver Singing for the Brain
 - Session planning
- To enter into a contract with Alzheimer's Society, which outlines both of our obligations throughout the time you deliver your group
- Have a clear DBS/Access NI check in place, or, as an organisation you are responsible for ensuring this is in place for your employees delivering the group

One of our face to face singing for the brain groups singing along to some classics.



What we can offer you

- Bespoke high quality training to prepare you, or your organisation in setting up and delivering your group
- The trusted and well-known brand and backing of Alzheimer's Society
- Custom designed marketing tools specifically for SftB
- Ongoing opportunities for support from other SftB delivery partners and Alzheimer's Society
- A range of quality management tools to ensure your group is providing the best outcomes for people affected by dementia
- An online platform to store all resources and data for your group. Including a community forum to connect with other volunteer delivery partners
- If required, an online platform to deliver your group

Delivery, Training and Monitoring

You'll be responsible for planning and delivering your SftB group, this could be virtually or within a care setting.

We'll provide a guide that covers everything from setting up, to promoting your new group, holding sessions and sharing feedback. We'll provide you with lots of tools and resources like:

- Session planning guidance
- Evaluation guidance
- Marketing and social media assets
- A Bluetooth speaker (if required)

You'll need to submit regular self-assessments of your group, using defined criteria. You'll also have observations where we'll review your sessions and provide support and guidance. This is a two way feedback process to help shape the future delivery of SftB.

Participants on one of our virtual singing for the brain groups during lockdown.



Your guide to becoming a key part of Singing for the Brain. Get involved and support people in your area

You can help us reach more people affected by dementia, giving them the support they need. You will be shaping the future of these services and helping to create more Dementia Friendly Communities.

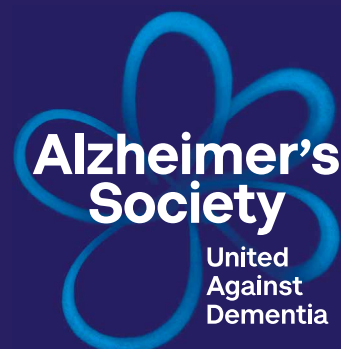
If you are interested in becoming a pilot, please get in contact with us at **partnerships.operations@alzheimers.org.uk**

We can arrange for you to speak with one of the team to discuss this opportunity in more detail and answer any questions you may have.

Alzheimer's Society operates in England, Wales, Isle of Man and Northern Ireland.
Registered charity in England and Wales (296645) and Isle of Man (1128)

alzheimers.org.uk

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