

Impact Evaluation of Playlist for Life Training by Social Value Lab

An Executive Summary

Playlist for Life is an award winning national dementia charity that provides a lifeline to families living with dementia by using music to improve their quality of life

One of our key activities is delivering training to health and care professionals to embed music in dementia care and support.

We wanted evaluate the effectiveness and impact of our training to ensure we are offering the best possible training and making the biggest possible impact. We engaged with an external research agency 'Social Value Lab' to conduct an in-depth evaluation.

This evaluation sought to build a better picture of what people who have done the training go on to do and how it supports their work with people living with dementia, their carers and families.

What matters to us is delivering superior quality training, advocating for and supporting the use of personalised playlists across healthcare and social care. The evaluation looked to develop a picture of the benefits for organisations and wider society, otherwise understood as the social value generated by Playlist for Life.

This executive summary provides an overview of the value generated by our training through Social Return On Investment measures.

What people think of our training

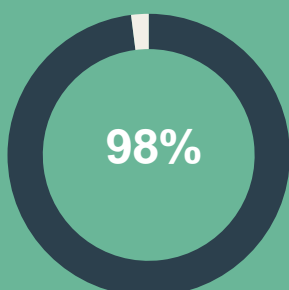
Playlist for Life collect feedback from training participants via their online platform. The following analysis is based on the responses of 1,642 people who completed a training course up to January 2022. Here's some of the exciting findings:



felt that the course had increased their awareness of the benefits of personalised music for people with dementia



felt that they now understood how to use a playlist to support someone living with dementia



found the courses enjoyable



Likely or highly likely to recommend this course to someone else

Our Impact

An online survey link was shared to 1,800 people who had completed training. The survey was live between May 24th and June 20th and was completed by 127 respondents. Respondents said Playlist for Life training was:

Informative: respondents most strongly agreed that the training had helped to develop their awareness of how playlists can help and had given them wider understanding of ways of improving care.

Inspiring: many respondents reported feeling inspired by the training; almost all agreed that it helped them feel they could make a real difference to people using personalised music. They were also much more likely to see playlists as an essential element of providing better care.

Most felt that the training had been an important part of their professional development and would inspire future engagement.

Evidence Based: almost all felt that there was enough detail on the theory and research underpinning playlists and was delivered in a way that was relevant to the way care is provided.

High Quality: respondents rated the quality of courses extremely highly, particularly the training materials (in terms of accessibility and impact) but also the amount of practical and practice-based information provided.

Practical: almost all respondents felt that the training had already been really useful, for example by highlighting some practical challenges and potential solutions



“People who wouldn’t be able to communicate can for a while after listening to their favourite music.”

Trainee

“If you haven't seen your relative for a long time it's kind of hard to cross that bridge again, particularly if they're living with dementia, how do you reconnect? It's a good time now to introduce Playlist for Life and personally meaningful music to help us reset and for relatives to regain some of that connection.” **Trainee**



Courses Evaluated



Training for individual care & health professionals



In-depth, certified training for care settings



Train the Trainer



eLearning for students and those looking for an introduction to Playlist for Life

Course Feedback

96%

felt that the training had helped them better understand people living with dementia.

96%

planned to use playlists in their personal lives, which is a powerful endorsement of the value of personalised music.

Outcomes and SROI measures

Social Return on Investment (SROI) is a framework for measuring and accounting for the full social, economic, and environmental impact of activities, including ones with no direct monetary value. This was used to evaluate the overall and potential impact of our training and implementation of Playlist for Life.

It measures change in a way that is relevant to the people experiencing it. More detail of these measures can be found in the full report. Below are some of the key findings.



Health and care professionals



benefit from access to good quality training provision, which will bring improvements in specialist knowledge and transferable skills. There is also evidence of increases in professional satisfaction and potential for savings in staff time (linked to making caring easier).

Outcomes: The increased confidence and skills are estimated to be valued at £674 and increased personal satisfaction at £9 per person per hour.

Public purse



A further element of social value generated is savings to the public purse, through reduced demand for medical interventions, staff time. Through introducing playlists, a person may be able to stay well at home and reduce risk of needing in-patient care which will save the health service £2,127 per person per year. The table below shows some of the estimated cost savings that can be made through introducing personalised music playlists.

People living with dementia, carers and family



The clearest impacts are around improved mood, reduced levels of stress, anxiety and better connection with family. Some also felt playlists reduced dependence on medication.

The value of feeling of improved mood and reduced anxiety is estimated at £3,294 per person per year. The increased value for family members interaction is also estimated at £3,294 per person per year.

Outcomes	Instances	Cost saving
Reduction in professional contacts	GP visits	£137 per hour
	Prescription costs	£36 per consult
	A&E attendance	£183
	Ambulance callout	£266
Staff time savings (15% of respondents)	In-patient admission	£2,127 per episode
	Average cost of service provision for mental health including dementia	£2,438 per person per year
	Average cost of supporting older people with memory and cognition needs in residential care	£635 per person per week

Conclusion

The evaluation is evidence that our training offer is seen as high quality, with high impact delivery and training materials.

Participants described it as relevant to the way care is provided. The training was found to have helped develop awareness and understanding in some key areas: awareness of the value of personalised playlists for people with dementia; understanding of dementia and its effects; but also helping to understand the needs of people living with dementia.

The training also often created an emotional or personal reaction among participants, even among professionals who often made connections to their own lives and family situations. This provided motivation to get involved with playlists and helps staff to feel like they will be able to make a real difference to people in their care. This confirms that playlist are a simple but vital tool with a huge impact. You can read the full report here: playlistforlife.org.uk/evaluations



“We’re still early on in the journey, but there’s a lot of enthusiasm and lot of ideas about how we might take it forward, and we’re really well supported by Playlist for Life to do that.” **Trainee**

“It really inspired people, it got a lot of discussion going in the room. People talked about their own personal experiences, shared their experiences with other people.” **Trainee**

Contact us at info@playlistforlife.org.uk or visit our website www.playlistforlife.org.uk