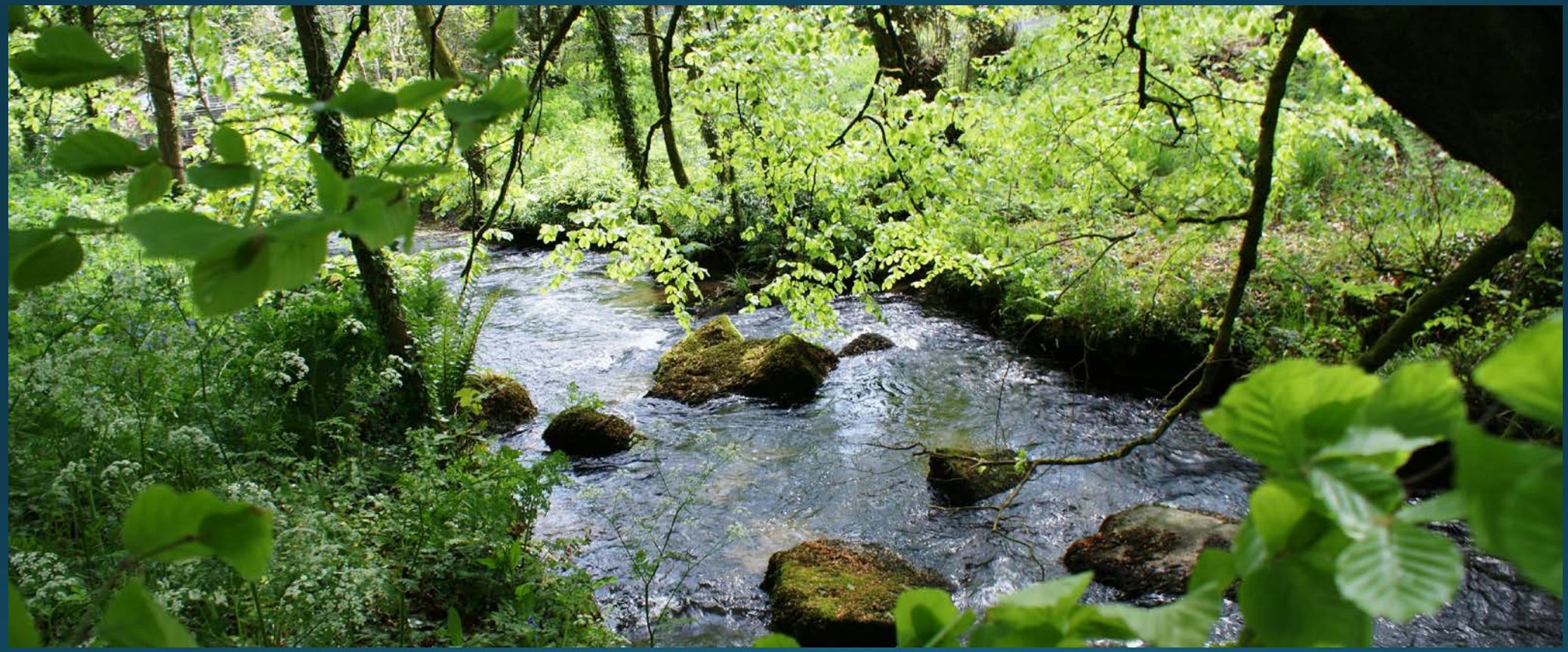
Calmer By Nature for Care Homes



Let nature help create a calming caring atmosphere

Background Information

Our three pure nature DVDs & CD have no people or voiceover or music

- Just stunning nature footage accompanied by nature's call sounds and
- silences. See Three five minute demo films at http://bit.ly/214KzWK
- We have supplied our products to the Alzheimer's Society for many Years
- Independent research by Dr Craig Knight PhD of Exeter University showed a significant drop in anxiety levels see http://bit.ly/1Xuc5Oc
- Testimonials from care homes cover a wide range of beneficial uses :-
- http://bit.ly/1FDkdUC
- http://bit.ly/1iKCAvV
- Spending time in nature provides protections against a startling range of diseases, including depression, diabetes, obesity, ADHD, cardiovascular disease, cancer http://bit.ly/1ODRMr9

This is a Three Part Presentation

- This PDF has three sections and contains the following information:-
- Background information, research & benefits for care homes
- Next PowerPoint is a training document showing detailed uses of our four products with individuals, groups and feed back of the many ways they are used by other care homes.
- Final section is the Calmer By Nature Training Programme & Exam Questions.

Calmer By Nature' responsive product range & Certified Training Programme

- A range of nature DVDs that reduce anxiety
- Helps demonstrate care & good practice for the CQC
- Helps to deliver person centred care.
- Proven help with sundowning
- Reminiscence - everyone instinctively connects with nature
- Creates a lovely working environment for staff & improves efficiency
- Products can resolve many issues around the Care Home

- Let Calmer By Nature weave a relaxing thread throughout your home

Calmer By Nature will help you satisfy the CQC's 5 key questions

CQC Mum's Test-

- Our pure nature DVDs & CD demonstrate your caring approach to residents family and friends.
- Independent studies have demonstrated that they are effective.
- Nature DVDs are responsive to the needs of most and particularly those with Dementia as there are no plots to confuse or frighten.
- Nature is a natural reminiscence therapy. There is some evidence that less anxious residents will have less falls and are therefore safer.
- This effective use of our products is innovative.
- Overall the use of our products outlined above will help to demonstrate that you are well led

Responsive product for problems

- A care home clients says “an essential part of her tool kit”
- They use them one to one when a person becomes anxious
- Plays a DVD before bedtime if someone is not sleeping
- If Reception is becoming a stressful area a DVD goes on
- Plays them in the lounge at sundowning times to reduce anxiety levels
- If a resident is making loud disturbing sounds she plays a DVD to replace background noise and lift the atmosphere.
- Plays them when weather prevents going outside

How to

- Help improve CQC compliance
- Help deliver person centred meaningful activities
- Manager’s role will be eased & enhanced by the Training Programme and Certification
- Nature is health giving & a natural reminiscence therapy
- Create calmness when and where required
- Train staff & issue certification
- Improve the staff’s working environment
- Boost occupancy rates

The Package
Costs & Recovery Opportunity

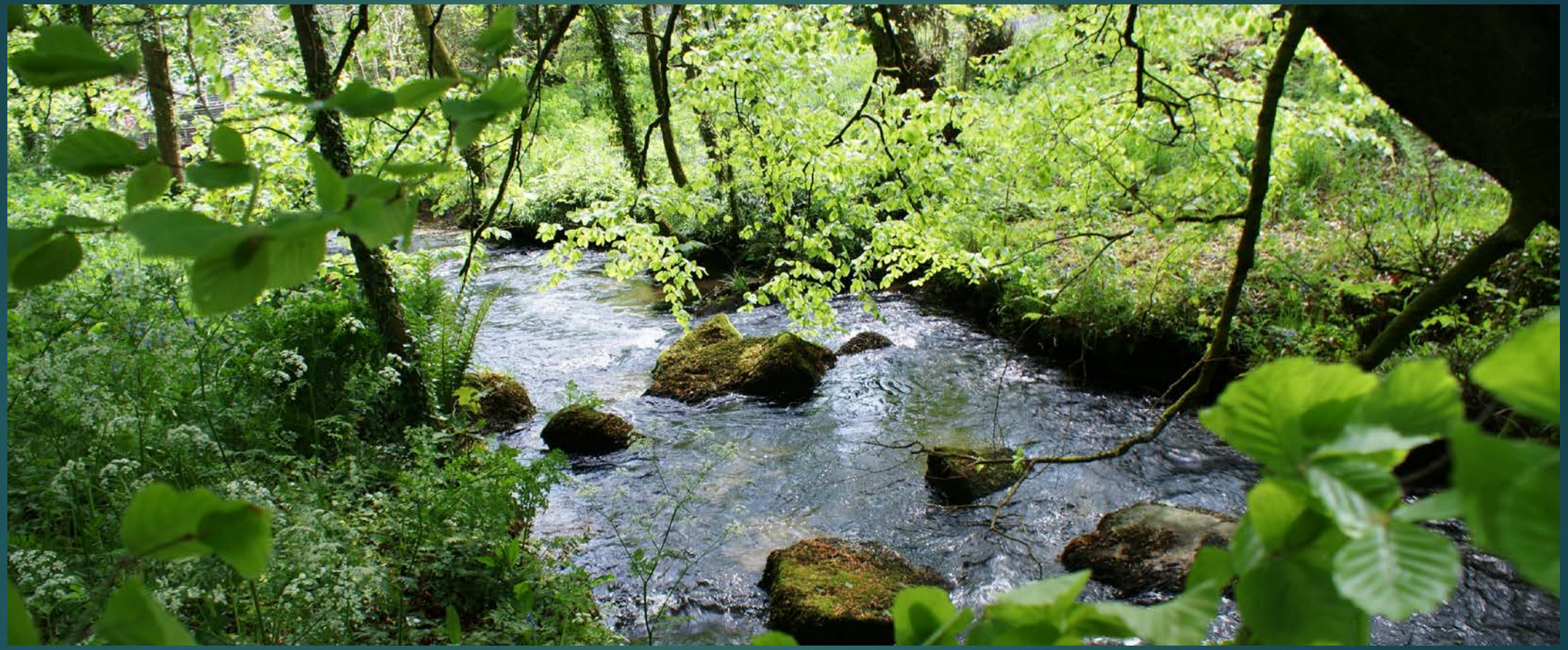
- A licence to use all products in perpetuity with groups and individuals
- Cost is £179.00 per care home premises- other finance packages available for groups. Price includes Training Programme
- With each licence comes the opportunity ***to buy our products at wholesale prices*** for you to sell to visitors or individuals.
- For example a resident might want their own pack of all 4 products to play in their room whenever they want.
- This enables you to recover the cost of the licence
- DVDs could be offered as prizes in raffles etc, as a means of raising money for other activities.

Buy Wholesale & Sell to Individuals at retail prices and recover licence cost.

Products	Wholesale Price	RR Price
Calmer By Nature DVD	8.75	£15.95
Calmer by Nature Two DVD	9.25	£16.50
Calmer by The Water DVD	9.00	£16.00
Sounds of Nature CD	6.75	£11.95

- To buy - complete online form at bottom of our Care Home page http://www.calmerbynature.com/care-homes.html
- And /or e-mail barry@calmerbynature.com
- ***To watch Training Programme Please Continue:-***

Calmer By Nature's Training Programme



Proven reduction in anxiety and helps CQC compliance

Let Calmer's Products Be Part Of Your Team

Using DVDs In Group Activities

Designed to prompt memories & discussion

Proven benefits around sundowning issues

Individuals - Learn The Signs

Proven to reduce anxiety

Facilitates better interaction

Care Home Tool Kit Uses

Creates a range of opportunities

To reduce stress & anxiety in many unforeseen situations

Why Use Calmer by Nature with Groups?

- Ideal reminiscence therapy - no voice over or plots to cause confusion. Everyone instinctively connects with nature.
- Research into sundowning Issues by Exeter University showed Calmer's DVD's "significantly reduced anxiety".
- The Calmer By Nature Two DVD has a 26 Section menu perfect for group activities leaders and designed to facilitate interaction.
- The group can see the menu on screen and discuss which section to watch first
- Having watched that section the leader can ask questions.
- The film should stimulate memories and prompt discussion
- Respite & day care "visitors settled in quicker" when our DVDs were Played

Individuals

Be aware when Calmer can improve the situation

- Learn to identify when products can help deliver person centred meaningful activities
- When a resident is showings signs of anxiety sit them down & one to play a DVD with them.
- If clients get restless at sundowning times play a DVD or the CD.
- If a person is anxious because they can't go out in the garden because of the weather, offer to put on a DVD
- When sleeping becomes a problem play a DVD before bedtime
- Identify animals or scenes in the films they love and select and play that section when they need cheering up
- Some disturbed residents may respond very well and the DVDs may help to delay use of antipsychotic drugs

An Essential Responsive “Tool Kit” Manager Vicki’s Feedback

- Play a DVD in reception when becoming a noisy or stressful area
- Played in the lounge at sundowning times to reduce anxiety levels
- A resident was calling out in a upsetting manor having a depressing effect in that area - playing a DVD cheered everyone up
- Staff benefits – the background of the DVD’s created a calming atmosphere which meant there was more effective engagement with residents.
- Another home plays a DVD in reception to create a wonderful subliminal message to visitors and prospective residents which helps To **boost occupancy rates.**
- **Now Please Turn To *The Calmer by Nature Certified Training Programme & Questions***

Calmer by Nature Training Programme

&

Exam Questions

- Watch all of the three DVDs
- Listen to the CD when at home or driving etc.
- If time is limited go to this page and click on and watch and listen to all four demos:-

- http://www.calmerbynature.com/products.html

Please Note

This Programme Assumes You Have Watched The Two PowerPoint Presentations (below) called:-

1. Calmer By Nature for Care Homes

2. Calmer By Nature Training Programme

Introduction

This training programme introduces a new proven tool to help with dementia and care management and compliments and adds value to any dementia training you may already of have had.

How Calmer by Nature's DVDs & CD can improve quality of life

- **For The Group**
- **For The Individual**
- **Around Your Care Home**

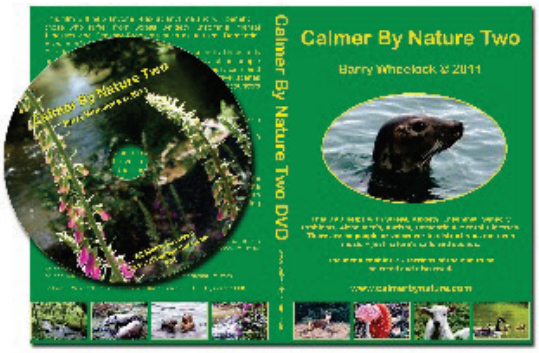
In A Group

As you know a group can include many different types of individuals and with varying stages of Dementia.

Our DVD's have Magical Nature Scenes Accompanied *Only* by Nature's Sounds Calls & Silences

- **Without people or voice over or even music- which can become monotonous**
- **Therefore it is Important to realise there are no plots to follow to cause confusion and frustration for those with dementia and or hearing impairment.**

Calmer By Nature TWO was designed with group participation in mind



Calmer By Nature Two Product Overview

This DVD follows the very successful theme of the original Calmer by Nature.

This magical adventure answers our call of the wild, which we all need to satisfy at times, and carries you in a click to special wild places, rivers, woods, forests, wildlife and the sea.

You will be on the banks of dramatic rivers and enjoy close intimate moments with four different types of wild deer, including a magnificent red stag bellowing through the forest during the rut. You will watch swallows and woodpeckers feeding their young, sheep with their lambs calling and seals swimming in the sea with their pups.

You will encounter wild pigs in the forest picking bracken and making their bed for the night, and badgers and a fox eating together in the moonlight.

Along the river's edge you will watch trout, see geese with their goslings, swans making a nest and others with their new cygnets in their leafy hollowed nest.

How to Use in Group Sessions

- **It is designed for *Group Sessions as It has a 26 section menu***
- **As a group you can look through the menu and first discuss which sections you would like to watch**
  cygnets on the nest or deer in the forest or seals in the sea etc.
- **Then having watched it, it should prompt memories and a discussion**
- **Then select another section.**
- **Quieter residents can be asked for their choices**

Reminiscence with the Group

Whilst watching 1950s & 60s old favourite films is wonderful some would like a change nature is a natural reminiscence therapy as everyone instinctively understands and feels comfortable with nature

Used in a Group Setting Without Activities Coordinator

- **Our DVDs create a lovely atmosphere just playing whilst people and staff do their own thing - some may watch every scene others will look up occasionally and watch.**
- **It can be played straight to a group as general entertainment for 1 hour 7 minutes and as all our DVDs are on a loop it will start again.**

- **Another approach which can be very effective used occasionally, is to play a DVD through a projector on to a large wall in a room or corridor to create a very real close up encounter of being amongst nature**

Group Research Results re Dementia Sundowning & Anxiety

This is a Summary of the Research using Calmer by Nature's DVDs
(The full report is in the Appendix)

Dr Craig Knight of Exeter University PhD MSc CPsychol HPC HRF (Exon) BSCAH

Reports that he has just finished 3 month study with Somerset Care and the managers are excited about the results. Sundowning is a condition that afflicts dementia sufferers when – as the title suggests -- the sun goes down. Symptoms include anxiety, aimless wanderings and injury.

The experiment was simple. We played Calmer By Nature DVDs when the sun went down during a three month period from April to September. Results show a general fall in anxiety over the short to medium term; a topical fix when required and a general relaxant when the DVDs were played in a reception area. (Source Dr Craig Knight)

I think from a practical application point of view the study would suggest that in the initial weeks residents much preferred to watch our Nature DVDs as opposed to ordinary TV and during that period there was significant reduction in anxiety But over time they moved back to the TV lounge and the benefit therefore dropped off. Hence Dr Knight last sentence above!

This would suggest the best way to get a sustained benefit is to play DVDs periodically and when anxiety levels are high.

For INDIVIDUALS

Nature Can Help Improve Residents Wellbeing
Health & quality of life and help you deliver person centred care

- **All the approaches listed below can become incorporated into treating the service user as an Individual, offering, choice, partnership, independence, dignity and respect**
- **As you get to know each individual and their biography you will often be able to incorporate these products to help you to deliver person centred care and meaningful activities.**

Learning the Signs

What to Look Out for

- **Is the service user unusually quiet?**
- **Is the person agitated?**
- **Looking confused?**
- **Fidgety?**
- **Looking isolated?**
- **Calling out?**

- **Not eating?**
- **Acting differently?**

If so they made need some medical or personal attention

So when you have asked all the questions and satisfied their requirements It just may be they need someone to talk to. When you have to leave them ask if they would like to watch a lovely nature film?

Basically we all need love and attention but you can't be with them all the time. There is a lot of research demonstrating that nature heals, speeds up healing and fends off illness.

So use nature when the opportunity arises

- **If one of your Residents isn't sleeping well suggest you play a DVD for them to watch before bedtime**
- **It may be residents love going out into the garden or outside but because of the weather they can't - offer to put on a DVD for them.**
- **It maybe they love watching birds on the bird table and the weather or nigh time has taken that away from them.**
- **If they love bird song or the sounds of waves etc it may be better if you offer to play The Sounds of Nature CD**
- **Loneliness, if they have no family visiting can often be very distressing involving them and keeping the service user occupied helps but when that ends many get great joy from watching nature and are totally absorbed.**
- **For the visually impaired whilst many can enjoy the natural sounds on all three DVDs they may prefer the CD Sounds of Nature.**
- **In addition be aware that for many years people have used our DVDs successfully for stress, depression and for people on the autistic spectrum, also some mental illness and unusual issues such as tinnitus etc.**

Uses Round Your Care Home

YOUR RESPONSIVE TOOL KIT

- **As Dr Craig Knight's research tells us that the DVDs significantly reduce anxiety with dementia residents.**
- **There seems an ever growing number of ways these DVDs & CD are used in care homes.**
- **Take a look at the wide range of applications by studying the feedback we have had from different care home managers below:-**

Swallow Court Care Homes
Poldhu

Dear Barry

At Poldhu we have been using your DVD's and CD's for a while now and have found them very useful for a number of resident's needs in the following areas:-

Group Activities
We watch the DVD'S as a group and imagine we are travelling along the river and through woodlands, after we have watched the film we talk together about the memories it brings back and it encourages residents to talk to each other and also gives them confidence to do this.

Dementia
Our residents with Dementia like to watch the films in our sensory room one to one where there are no distractions they find this very calming.

Lounge & Visitors
We also have a lounge area where people sit and chat but find the DVD'S are good for background use to just look up from what they are doing and watch. Also our visitors enjoy watching them.

Sundowners
We use them for the people we have who suffer from sundowners, It gives them a distraction and find it helps them settle before having supper and going to bed which can be a very difficult time for them and the staff.

Anxiety
We have a lady who has very severe anxiety we use the CD for her and it relaxes her to the stage that she calms right down and even relaxes and goes to sleep listening to it.

Staff Benefits
The Staff also benefit from them as they sometimes have stressful times in the day and find if they can sit in our sensory room for 5 to 10 mins just watching a bit of the DVD they feel relaxed and calmer to continue with their work.
In fact I have even taken one home with me after a very busy and stressful day sat down with a glass of wine put my feet up and put the DVD on and completely relaxed..... Bliss thank you.
Regards
Sue

Sue Giles
Activities Co-ordinator
The Poldhu
Poldhu Cove
Mullion
Helston
Cornwall
TR12 7JB
www.swallowcourt.com

Somerset Care Group
Frith House

Group Activities

We used two of the three DVDs successfully with groups on a number of occasions (the other had a deer bellowing which upset one of the residents) the overall effect was calming and for many absorbing.

Reminiscence

The DVDs seem to be well received as a natural reminiscence therapy helped by the fact that there is no plot to follow and everyone instinctively understands nature.

Anxiety

This really helped reduced anxiety with the lady on residential that becomes distressed in the latter part of the afternoon and she became very engaged (I was using the DVD as part of my emergency first aid kit!)

Reception

I was aware that reception being a central pivot in our home was often quite a noisy and potentially stressful area. I had the idea of playing a DVD and it definitely had the effect I wanted- the whole area seemed calmer and more relaxed.

Dementia (Sundowning)

All the trials we conducted were with Dementia residents. Mainly offering the films in a lounge as an alternative to ordinary TV in another Lounge. We trialled them during times associated with increased anxiety around sundowning times. We found that residents preferred the lounge playing the Calmer By Nature DVDs and staff observed that residents were more calm and settled.

Creating Atmosphere

We had a resident who was calling out a lot in a distressing manor which was having a depressing affect in that area of the home. So I decided to play a DVD. It improved definitely the atmosphere as it blanked out the distressing sounds with lovely calming sounds

Day Care

We played the DVDs in the Day Care Visitors lounge and they had a noticeable effect of enabling new visitors to settle in quicker

Staff Benefits

Staff benefits – the background of the DVD's created a calming atmosphere which meant there was more effective engagement with residents and made the time well spent with residents which meant it boosted the morale of the team and was less stressful on the staff – shifts were positive.

Vicki Mitchell
Manager of Frith House
Somerset Care Group

EXAMINATION

Name

Date

Question 1 Outline the range of products currently available

2 What is so particularly unusual about these products which makes them so relaxing?

3. In what way has independent research shown that Calmer by Nature's DVDs are effective?

4 What is unusual about the DVDs which make them easier to watch and enjoy for people with Dementia.

5. Which product is best designed to enable good interaction with a group and why?

6. When you have studied a person's biography if they have lived all the life in cities does it follow they wouldn't appreciate nature?

True ☐

False ☐

7. Recall and describe three challenging times you have experienced with a person living with dementia and then describe how you could have used Calmer by Nature's products to improve the situation.

A

B

C

8. Name three different ways you could use Calmer By Nature's DVDs or CD on a one to one basis with an individual

A

B

C

9. Name as many situations whereby having Calmer By Nature's Products in "Your Toolkit" may help you to resolve different situations around your care home?

A

B

C

10. After studying this training programme I can achieve positive outcomes for older people because:

Manager's Comments

Date

APPENDIX

Somerset Care Sundowning Study: A Report

Monday 28th September

The study: A background

Older adults with dementia or Alzheimer's disease often display symptoms of increased restlessness and confusion in the evening, when the sun is dipping behind the horizon. This psychological condition is colloquially referenced as *Sundowning*. Anxiety increases, aimless wandering is common and levels of distress are elevated (Ferencz et al., 2014). The condition most strongly affects those with mixed dementia and mid stage Alzheimer's (Oude Voshaar et al., 2015).

It seemed a reasonable hypothesis that:

H: Engaging with a calming influence would reduce the levels of anxiety associated with sundowning.

We had an opportunity to achieve this goal accurately, inexpensively and yet provide those suffering with Alzheimer's and dementia with pleasure.

Proposed solution

The suggested solution involved running a study across two care home run by Somerset Care. The Frith home in Burnham-on-Sea where the interventions took place and Croft home in Williton. Croft was our control condition, chosen for its similarities to Frith; no interventions took place here but measurements common to both homes were taken. In this way we could gauge whether changes in measured variables were due to specific interventions (changes in Frith but not in Croft) or to common circumstances (similar changes in both homes).

Our work centred on a DVD series — *Calmer by Nature* — which features recordings of the British countryside. One of a pair of Calmer by Nature DVDs were played during two sundowning hours each evening, to see if they would (a) engage residents and (b) reduce their levels of anxiety. Two television lounges were always available to residents so that, should a resident wish to watch their favourite television programme this option was still available to them. The residents' television watching habits were monitored and their levels of anxiety checked. The study ran for three months between February and April 2015.

Residents' demographics

Table 1. The residents

	Croft		Frith		Overall
Females	22		22		44
Males	4		8		12
Oldest	97		97		97
Youngest	78		70		70
Mean age (years)	85.92		84.13		84.96
Residents	26		30		56
	Wyndham Rd	Non Wyndham Rd	Beach	Sensory	
	13	12	14	14	
			Respite	Residents	
			14	13	

Croft divided older adults between those associated with Wyndham Road and those who were not. Meanwhile Frith recorded which older adults were to be found in two lounge areas — called the Beach and Sensory rooms — together with which individuals were registered for respite care and which were permanently resident in the home.

Croft Register scales

Only staff members at Croft were able to complete the residents' interaction questionnaire. We were able to identify two strong scales from the questions asked. These assessed *engagement* and *well-being,* and may be judged from the following tables.

Table 2: Engagement Scale (Croft Only)

Item No.	**Item**	**Inter Item Correlation**
1	Has been engaged with other residents	.68
2	Has been engaged with staff	.68

n = 2
r = .73

Table 3: Well-being scale (Croft Only)

Item No.	**Item**	**Inter Item Correlation**
3	Has been alert	.63
4	Has been physically well	.58
5	Has been in high spirits	.74
6	Has been content	.77

n = 4
α = .87

Given that only one of the care homes completed the interaction questionnaire, no comparisons between Croft and Frith were possible. However we were able to track the engagement and well-being scores for Croft for the whole of the experiment. The results are shown in Table 4.

Table 4: resident interaction scores during the course of the experiment at Croft.

Week	Scale	Mean	N
1	Engagement	5.06	26
	Well-being	5.25	26
2	Engagement	4.63	26
	Well-being	4.63	26
3	Engagement	4.98	24
	Well-being	5.02	24
4	Engagement	4.75	24
	Well-being	5.23	24
5	Engagement	5.32	22
	Well-being	4.92	22
6	Engagement	5.10	15
	Well-being	5.07	15
7	Engagement	4.25	2
	Well-being	4.00	2
8	Engagement	5.35	13
	Well-being	5.34	13
9	Engagement	5.75	2
	Well-being	6.00	2
10	Engagement	5.24	17
	Well-being	5.17	17
11	Engagement	0	0
	Well-being	0	0
12	Engagement	5.11	14
	Well-being	5.00	14
13	Engagement	5.50	21
	Well-being	5.51	21

Statistical analysis

A one way ANOVA was conducted to compare scores across the well-being and engagement scales over the course of the study (inadequate responses excluded weeks 6, 7, 8, 9 and 11 from the analysis).

Results indicate the engagement scale did not vary significantly across this period: Wilks' Lambda = .065 $F(1,27) = 4.13$, $p = .209$

However the well-being scale did show significant difference across the period under observation: Wilks' Lambda = .005 $F(1,27) = 58.17$, $p = .017$

Interpretation

Why well-being should have increased towards the end of the study is an area for conjecture. Without being able to compare the data between homes we are left to wonder whether, for example, the advent of spring improved mood as the study progressed. Perhaps Croft introduced different entertainment or food options. It may be worthwhile checking to see if any new ideas or systems were introduced. Such changes may explain the increase in well-being noted amongst the residents.

IQAD scores

Professor Nancy Pachana of the University of Queensland gave us permission to use the questionnaire she had helped to develop to assess anxiety amongst older adults with Alzheimer's/dementia (Sobral et al., 2015). The Informant Questionnaire for Anxiety in Dementia (or IQAD) was used at both Croft and Frith. The results are shown in Table 5.

Table 5: Differences in IQAD scores between Frith and Croft

Week	*Mean IQAD score*		*t stat*	*df*	*Significance*
	Croft (N)	*Frith (N)*			*p=*
1	25.36 (25)	21.60 (26)	2.98	31.13	.006
2	25.42 (19)	20.36 (26)	3.91	18.43	.001
3	26.15 (13)	20.15 (25)	4.56	12.07	.001
4	23.00 (3)	20.64 (27)			
5	25.50 (6)	21.37 (27)			
6	29.00 (1)	21.30 (27)	Croft data field too small		
7	28.00 (1)	21.56 (27)			
8	24.00 (3)	21.78 (27)			
9	23.50 (12)	21.56 (26)	.728	11.93	.481
10	24.17 (18)	21.67 (27)	1.26	19.96	.223
11	24.04 (23)	21.56 (26)	1.78	35.24	.083
12	24.11 (18)	22.04 (26)	1.37	27.87	.182
13	23.23 (22)	22.26 (26)	.60	32.88	.552

It is noticeable that anxiety levels were significantly lower in Frith care home than they were at Croft during the first three weeks of the experiment. In week one, for example, note the significant difference in scores between Frith (*M* = 21.60, *SD* = 3.94) and Croft (*M* = 25.36, *SD* = 4.34); t (31.13) = 2.98, *p* = .006.

Due to small responses, data fields from Croft make little statistical sense during weeks four to eight. However from weeks nine to 13 — when the number of recorded responses return to earlier levels — there is no significant difference in anxiety levels between the homes. Table 6 gives a good indication of why this may be.

Table 6: Differences in television watching habits within Frith care home (N = 28)

Week	*Mean television watching*		*t stat*	*df*	*Significance*
	Nature DVD	*Standard television*			*P=*
1	2.04	1.00	1.95	27	**.062**
2	2.65	1.19	2.53	27	**.017**
3	1.92	.77	3.26	27	**.003**
4	1.81	2.04	.75	27	.462
5	1.23	1.92	1.34	27	.192
6	1.23	1.04	1.57	27	.876
7	1.08	1.38	.77	27	.447
8	.81	1.65	1.62	27	.118
9	.96	1.77	1.40	27	.174
10	.81	2.04	3.61	27	.001
11	.73	2.00	3.01	27	.006
12	.77	2.31	3.12	27	.005
13	.77	2.19	4.21	27	.000

Interpretation: This table reports the frequency with which each resident, on average, was seen, per week, in each of the two television lounges during the two evening hours of sundowning. One television lounge was showing a *Calmer by Nature* DVD, the other was showing standard television programmes.

Thus, for example, during Week 5 each resident appeared on average 1.23 times in the room showing the *Calmer by Nature* DVD between 5pm and 7pm. Meanwhile each resident appeared on average 1.92 times in the room showing standard television programmes during the same period. Naturally, some residents will have spent much more time in one room than another. Some will not have appeared at all in either room; these data show the *average* number of appearances across all residents.

Statistics: Notice how during the first three weeks there was a marked preference for the television lounge that played the Calmer by Nature DVDs. At the height of the DVDs' popularity in week 2, each resident was seen in the lounge 2.65 times, the highest figure in any of the study's 13 weeks across both conditions.

Notice also how the DVD viewing figures tail off from week 3. This table gives us quantitative evidence that the DVDs appeal palled as the study developed. Thus at the start of the investigation residents showed a clear preference for the nature DVDs (M = 2.04, SD = 0.69) compared to the standard television (M = 1.00, SD = 0.57); t (27) = 1.95, p = .062.

In the middle of the study there was no statistically significant difference between the viewings in either room. Look at week 7 as an example when the average number of residents watching the nature DVDs (M = 1.08, SD = 0.64) was similar to those watching standard television (M = 1.38, SD = 0.68); t (27) = .77, p = .447.

Yet by the final week residents seem to have eschewed Calmer by Nature (M = .77, SD = 0.53) and returned to their old favourites (M = 2.19, SD = 0.97); t (27) = 4.21, p <.001. Indeed one resident was heard to say "can we turn that bloody thing off?"

What now?

So where does this leave us? There are a couple of important points here

First the qualitative evidence seems to support the quantitative data. That is that playing nature DVDs has a calming effect on residents. Indeed the data show that some residents stuck with the nature DVDs right through the experiment. Thus while the overall averages declined, specific loyalties did not.

Second this overall calming effect appears to be transitory. There seems no *general* long term fix to be had by playing nature DVDs in order to reduce sundowning. Indeed the data suggest that overplaying the DVDs had a negative effect so that residents would avoid them. Nevertheless we do seem to have found something with a topical, general short term — and possibly individual long term — benefit.

Long term impact and the next step

This study precipitates the clear question 'can we turn what is mostly a short term effect into something longer lasting, even something permanent?' Hypothetically at least the answer is 'yes'. There are two routes to explore.

1. The evidence from this study suggests that changing the offered viewing material is likely to regenerate interest in what is going on.
2. Evidence from wider psychological research dovetails with this study in suggesting that playing clips that speak to residents' identities are also likely to be engaging. Engaging with people's identities is also likely to have a longer lasting impact (Haslam, 2004).

Thus one clear route forward would be to allow residents a choice of viewing material developed *with them* as far as possible (this is likely to mean involving primary carers too; Ferencz et al., 2014). The viewing material would then speak to how residents see themselves. The effect may be engaging, sociable and long lasting.

Immediately this offers the useful potential of providing a meaningful solution that should address many issues associated with Alzheimer's and Dementia. We would have a short term sundowning/anxiety fix using general calming material — and *Calmer by Nature* has been seen to have a clear effect here. This would be coupled with a longer term more permanent, crafted and nuanced identity based solution.

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