MY LIFE TV, the world's first dementia-friendly channel has been launched

Thursday 17 December, 2020

The first Video on Demand streaming service for people with dementia has been launched by London charity My Life Films, the world leader in video-based dementia care. It's like Netflix for people with dementia. Watch here.

The not-for-profit service offers programmes that have been created or adapted for the cognitive needs of people with dementia, from both My Life Films' in-house production team and content partners including Off the Fence, Fremantle, British Pathé, Getty Images and Kew Gardens.

It will help isolated, unoccupied people with dementia to stay stimulated and connected to the world, improving their mental health and supporting essential care in care homes and at home.

Its development was accelerated in response to the devastating impact that COVID-19 is having on care homes and individuals around the country, which has resulted in many people with dementia being isolated alone in their bedroom for many hours at a time, causing a decline in wellbeing.

The service was piloted in November with 24 people with dementia across two care homes in the London borough of Richmond, and the feedback was overwhelmingly positive; nearly all those who took part said the service could improve psychological wellbeing, and several care workers said it helped them to deliver routine care. It can also give primary carers respite.

My Life TV is available now with an introductory offer – free for the first three months and then £4 a month, allowing access to the channel on up to three different devices. It is suitable for individuals to use at home or for care homes to use with their residents. All profits will go back into My Life Film's charitable services which improve the lives of people affected by dementia for free.

My Life Films Founder, Jörg Roth said:

"*Everyone loves watching TV, but sadly this becomes impossible for people with dementia, as cognitive impairment stops them from enjoying regular TV shows. That's why we have created My Life TV, giving them a way to keep watching TV and be entertained. It could be a lifeline for people with dementia, particularly during COVID-19.*"

Fiona Saadat, who is Manager of Cecil Court care home operated by Central & Cecil (C&C) and who took part in the pilot, said:

"The channel put a smile on our residents' faces and had so many positive impacts; helping them to relax, jogging their memory, energising them, improving residents' communication and relationships with each other and with staff, and reducing feelings of loneliness. It helped staff to deliver routine care, enabling them to manage behaviour that challenges and make residents more compliant with eating and taking medication. I would highly recommend it to all care homes."

My Life TV Head of Content, Charlotte George said:

"We have a fantastic range of programmes available to stream today, from footage of kittens playing to a dementia-friendly opera, and we will be adding more to this in the coming months."

My Life Films is a charity that uses filmmaking to improve the lives of people affected by dementia. We have created a range of innovative, evidence-based services that help people with dementia and those that care for them to live better lives after a dementia diagnosis. Our vision is a world where people with dementia aren't defined by their illness.

Contact charlotte@mylifefilms.org or call her on 020 8154 6222

Media:

Related Sectors:

Charities & non-profits :: Christmas :: Coronavirus (COVID-19) :: Entertainment & Arts :: Health :: Media & Marketing ::

Related Keywords:

Dementia :: Charity :: Care Homes :: No Profit :: Tv :: Video On Demand :: Covid :: Dementia Support :: Richmond :: London :: Health :: Memory :: Carers :: Media ::

Scan Me:

Company Contact:

My Life Films

T. 07741455184
E. giulia@mylifefilms.org
W. https://mylifefilms.org/

Additional Contact(s):
charlotte@mylifefilms.org

View Online

Additional Assets:
https://mylifefilms.org/my-life-tv/

Newsroom: Visit our Newsroom for all the latest stories:
https://www.mylifefilms.pressat.co.uk