

## Museum of Brands Worksheet

## Dementia studies

This worksheet on Dementia studies is for your use as you make your way around the Museum of Brands. As the questions use various parts of the Museum, you may need to go around more than once.

1) Museum of Brands organises reminiscing sessions for people with dementia. Our facilitators use object handling, advertising jingles, and scents of everyday products from previous decades to stimulate stories and conversation about memories.

As you enter the Time Tunnel, think about what would make a person with dementia likely to respond to an object.

a) Find an object for object handling – something that would stimulate multiple senses and conversation

What object have you chosen?

Why this object?

b) Find an object that you would NOT choose for object handling – something that would not work at all

What object have you chosen?

Why this object?

c) Consider how the experience of dementia changes with the ethnicity. Can you find an object which would be effective for one ethnic background, but would not work for others?

What object have you chosen?

Why would it not suit for everyone?

d) Consider how the experience of dementia changes with gender. Can you find an object which would be effective for one gender, but would not work for the others?

What object have you chosen?

Why would it not suit for everyone?

2) **While you are going through the Time Tunnel**, consider the “new learning” style for dementia therapy, suggested by the Museums Association\*. Select an object from 1930s, 1950s and 1970s which may encourage new learning in visitors with dementia.

1930s – what it is:

How this object can encourage new learning:

1950s – what it is:

How this object can encourage new learning:

1970s – what it is:

How this object can encourage new learning:

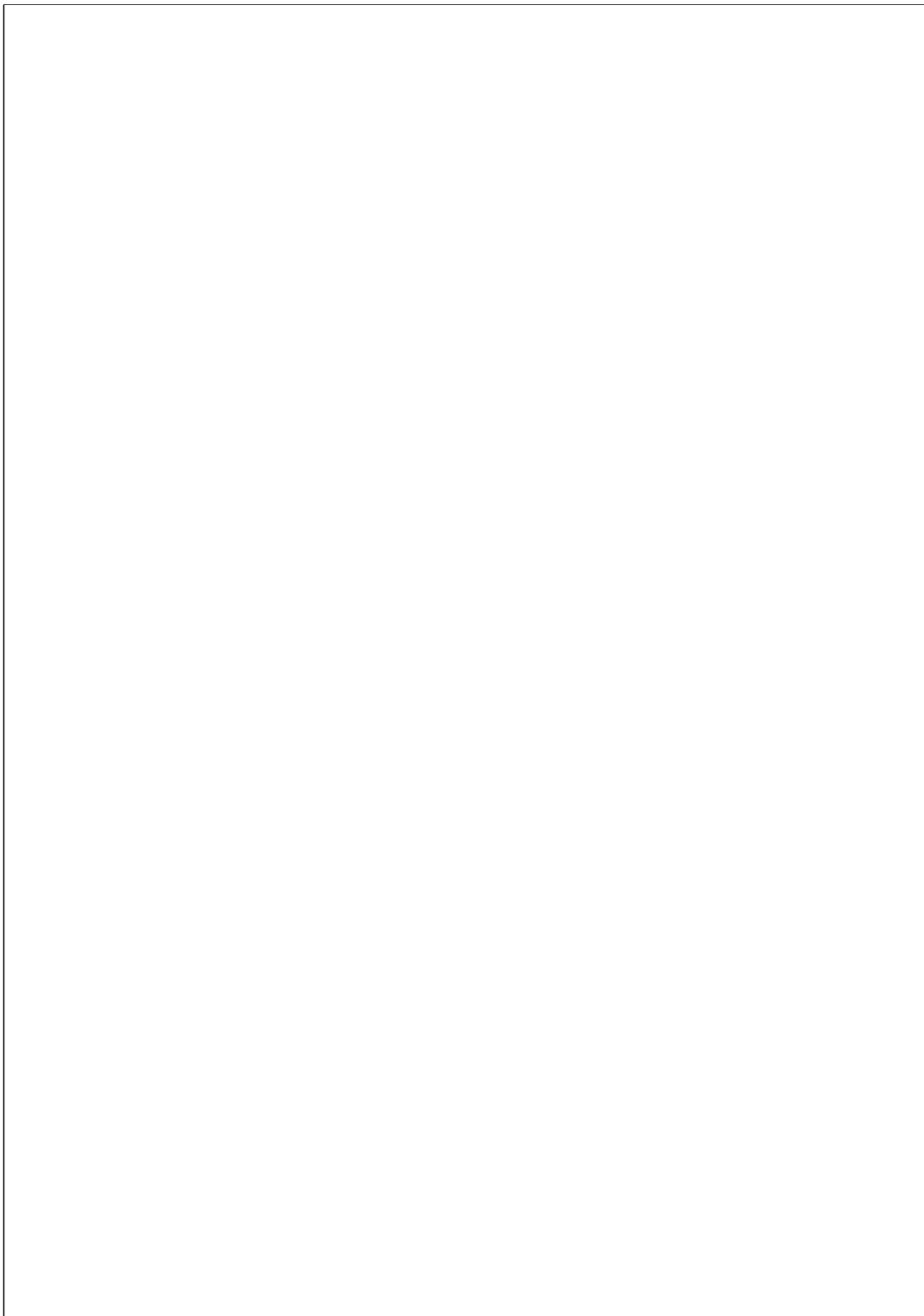
3) **While you are going through the Time Tunnel**, observe how people are presented in packaging and advertising. Compare the people pictured in packaging in 1920s with the packaging of 1980s. What differences do you note in terms of how age and health are represented?

4) Now, make your way to the Branding Hall, where you will find the exhibit 'Can Marketing Save Lives? A Century of Public Health England Marketing Campaigns'. Choose a public health campaign that you think effectively reaches its target audience.

Name of the campaign:

Describe the features that make it successful:

5) Design your own Public Health poster promoting dementia awareness to the general public.



6) In the Branding Hall, find the Fairy washing-up liquid. Imagine you are conducting a dementia therapy session.

What questions would you ask about this product of the participants?

Describe the features that make it successful:

7) Having seen the whole Museum, consider the experience of a museum visit for someone with dementia. Form a compelling argument for both statements:

Dementia therapy is the most effective in a home/care home setting

Argument:

Dementia therapy is the most effective in the premises of a cultural institution

Argument: