

# Australian Journal of DementiaCare

For all who work with people with dementia

2017

## Media information

### PURPOSE AND ROLE

The *Australian Journal of Dementia Care* is the first and only multidisciplinary journal in Australia for all professional and community carers of people living with dementia. It offers a forum in the challenging field of dementia care and fills a vital niche providing relevant, practical, high-quality and well-researched solutions for dementia care settings, presented by practitioners, researchers and other experts in the field of dementia care from Australia and around the world. There is a strong emphasis on 'knowledge translation', which closes the gap between research into dementia care and provides practical, positive outcomes for carers, those living with dementia and healthcare staff. Topics include care practice, clinical updates, research, resources, training, technology and news.

The Editorial Team is headed by its Director, Executive Editor Professor Richard Fleming. The team includes Managing Editor Kerry Schelks, Contributing Editor Sheree Blanch and Website Manager James Baldwin. They are supported by UK Editor Mark Ivory, UK Editor-In-Chief Dr Richard Hawkins and UK Production Editor Andrew Chapman.

The team is further advised by the *Australian Journal of Dementia Care* Advisory Board whose members are:

- **Professor Henry Brodaty** AO, Director, Academic Department for Old Age Psychiatry, Prince of Wales Hospital and Dementia Collaborative Research Centre, UNSW.
- **Marilyn Cintra**, Executive Director, Health and Arts Research Centre, Inc, Canberra.
- **Professor Elizabeth Beattie**, Director, Dementia Training Australia, Queensland University of Technology.
- **Kathryn Quintel**, CEO, Alzheimer's Australia SA.
- **Dr Penny Flett** AO, Medical Lead, Brighwater Care Group Oats Street Rehabilitation Service.
- **Emeritus Professor Rhonda Nay**, La Trobe University.
- **Tara Quirke**, Dementia consultant and educator.
- **Margaret Ryan**, Head of Dementia Services Group Development, Bupa Care Services, Australia.
- **Dr Andrew Stafford**, Director, Dementia Training Australia, University of WA.
- **Dr Margaret Winbolt**, Director, Dementia Training Australia, La Trobe University.



### TARGETED READERSHIP

The *Australian Journal of Dementia Care* is a specialist publication targeted directly at decision makers and buyers of products and services related to the care of people with dementia. Because this fast-growing market has lacked a centralised forum until the advent of the journal, its reputation as a trusted source of information will be highly influential in the readers' choices of products and services.

Readers include:

- Managers of residential care services
- Managers and proprietors of specialist dementia care homes
- Geriatricians and Psycho-Geriatricians
- Community Health Nurses
- Occupational Therapists
- Managers of specialist day care facilities
- Administrators and Nursing Unit Managers in hospitals
- Community-based carers and dementia care organisations
- Staff in residential aged care services
- Psychologists
- Diversional Therapists
- Architects
- Interior Designers

## EVENTS

Information about forthcoming dementia care events and conferences where the *Australian Journal of Dementia Care* will be distributed can be found on our website at: [www.journalofdementiacare.com](http://www.journalofdementiacare.com)

## CIRCULATION

The *Australian Journal of Dementia Care* is a bi-monthly publication available through subscription and distributed in Australia and overseas. We offer a targeted readership of dementia care professionals in leading aged care organisations, hospitals and health and community services. The journal is also distributed to delegates at major dementia conferences around Australia during the year. The publishers guarantee a readership of at least 1000 key personnel per issue, while the subscription base grows.

## Robots in dementia care

A child I would not and I believe this is the case whenever Dr Williams on television. Even though Dr Williams has not seen the actual look and movement of the Dabba humanoid me. For this reason, I would like to know more about introducing people with dementia to robots. What would they make of large, bulky robots speaking in a robotic voice? Would they view an animal robot? Would they believe it was a live animal? It would be interesting to introduce lifelike animal robots that had the potential to further enhance reality?

### My journey with robots

I was first introduced to companion robots in 2009, as a chief investigator of a European Union Grant researching assistive technologies and their use in helping older people maintain well-being. Through this initial contact I quickly realised that, despite the emerging technological advancements, there was very little research on the effectiveness of these robots, particularly for people with dementia. The ever-increasing costs of such technology also encouraged me to explore their use as it seemed that while a few aged care facilities were purchasing robots, the high cost seemed to inhibit their use, resulting in them being stored in cupboards. Furthermore, I was interested to know whether robots were cost-effective means of maintaining quality of life and reducing behavioural and psychological symptoms of dementia.

Along the way, I have faced many critics who thought I was wasting an array of robot workers or trying to dehumanise human interaction from aged care. While I understand these concerns, they are far from the truth. Although sometimes the robots do not seem to do what I expect, they do have a place in the care of people with dementia and ensuring that the best quality evidence informs their use.

### Ethical debates

In the 1990s, ethical debates about the use of robots for supporting older people began to appear in the ethics and philosophy literature. The debates were largely not prompted by the fact that robots are taking away the human element of care. This argument promotes the idea that robots are being developed and used to replace human staff and service robots that can perform basic household

Wendy Moyle discusses the role of robots in dementia care, particularly the use of companion robots, which her research suggests have the potential to improve mood and quality of life of people with dementia



The Griffith University team from left Professor Wendy Moyle, Dr Cindy Jones, Dr Siobhán O'Dwyer and Dr Tahereh Dibaoui (PhD developed with a resident from Westley Mission aged care facility, Brisbane and companion robot PARO)

of robots in health and social care as a means to replace humans, in fact the research our team has been undertaking at the Griffith Health Institute, at Griffith University in Queensland, suggests quite the opposite. We advocate for the use of robots as a solution through which social interaction with another human being can take place. We use our robots as providing a talking point for staff and family. Robots, particularly companion robots, can also help to fill those inevitable times when people with dementia are left alone when care staff or family are occupied with another resident or task. This is not replacing the staff member of family, but rather providing comfort when they are absent. Robots might provide stimulation and comfort for a person with dementia who would otherwise have been alone, anxious and bored.

### Types of robots

There is an ever-increasing supply of robots, including entertainment robots (that can sing and dance) and service robots (that can perform basic household

## The healing power of music

Music therapy for people with dementia has been well documented in many peer-reviewed academic journals, but it is still a relatively unexplored practice for supporting people with dementia. As a Registered Music Therapist (RMT), I personally experience the benefits of using music therapy for people with dementia, and believe it is one of the most accessible, person-centred interventions. It is cost-effective for residential aged care facilities and appropriate for members, staff and families. The best part is that it can facilitate meaningful experiences for people involved in all stages of dementia and is a way of involving their families.

### What is music therapy?

Music therapy is an intervention that falls under the allied health umbrella and is practised in more than 40 countries around the world in a variety of settings. It is distinguished from musical entertainment or musical education because it uses music to meet therapeutic goals.

Music therapy has been used through the planned and unstructured use of music to attain and maintain health and well-being. It is personally used most to increase engagement in people with dementia and decrease feelings of anxiety, isolation and depression.

A RMT is someone who is registered with the Australian Music Therapy Association (AMTA) and is bound by that organisation's Code of Ethics and Standards of Practice. RMTs are also qualified therapists (current standards require an undergraduate degree in a related discipline and a minimum of a Master's in Music Therapy) whose training has

Vanessa Solomon writes about a group music therapy project held at Masonic Care Queensland



Vanessa Solomon and a resident during a music therapy session

include the theoretical and practical applications of music therapy. In addition, music therapists undertake six months' clinical training in a variety of settings, including hospitals, special schools and aged care homes. Currently the only universities in Australia offering placements for music therapy qualifications are the University of Western Australia, in partnership with Nondale-Robbins Music Therapy Ltd. Other placements for music therapy are available through the University of Western Australia, in partnership with Nondale-Robbins Music Therapy Ltd. Other placements for music therapy are available through the University of Western Australia, in partnership with Nondale-Robbins Music Therapy Ltd.

### Group music therapy

I have worked as a contract Registered Music Therapist at Masonic Care Queensland since late 2007, offering group music therapy sessions in various locations in the facility, including two areas catering specifically to residents with dementia. Both of my granddaughters were Masonic and my Nana and Pop spent their final days living in the Masonic Care facility, so it is fitting that I submit a business proposal to implement a music therapy program for this same place.

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## ADVERTISING RATES (ex GST)

Size	1 Issue	3 Issues	6 Issues
Full page	\$2,500	\$2,200	\$1,900
Half page	\$1,400	\$1,100	\$950
Quarter page	\$800	\$650	\$600
Eighth page	\$600	\$500	\$450

## ALSO AVAILABLE

**Loose inserts**  
Up to 20g per item - \$290 (ex GST) per 1000 circulation inserted. Full print run only. Items above 20g: POA.

## MECHANICAL DATA

Size	Type area (mm)	Bleed (mm)	Trim (mm)
Full Page	276 X 190	304 X 216	298 X 210
1/2 page horizontal	130 X 190	133 X 216	
1/2 page vertical	276 X 92	304 X 95	
1/4 page horizontal	65 X 190		
1/4 page vertical	130 X 92		
1/8 page horizontal	65 X 92		(Depth X width)

## DEADLINES 2017/2018

The *Australian Journal of Dementia Care* is published bi-monthly: Jun/Jul, Aug/Sept, Oct/Nov, Dec/Jan, Feb/Mar, Apr/May. It is mailed during the last week of the month before the cover date.

Issue	Booking	Material deadline	Publication date
April/May 2017	24/02/17	03/03/17	29/03/17
Jun/July 2017	21/04/17	28/04/17	29/05/17
Aug/Sept 2017	21/06/17	28/06/17	26/07/17
Oct/Nov 2017	23/08/17	30/08/17	27/09/17
Dec/Jan 2017	24/10/17	31/10/17	28/11/17
Feb/Mar 2018	15/12/17	22/12/17	29/01/18

## ONLINE ADVERTISING RATES & SPECIFICATIONS

**Position:** AJDC website ([www.journalofdementiacare.com](http://www.journalofdementiacare.com)) home page top-right button, next to the AJDC masthead. This is a shared space, with each ad rotating every 25 seconds.  
**Rates:** 1 month - \$150; 2 months - \$250; 3 months - \$300 (all ex GST)  
**Reach:** An average of 4,000 highly targeted individual visitors per month.  
**Dimensions in pixels (width x height):** 500w x 120h  
**File format:** JPG

Email inquiries & artwork to: **Kerry Schelks**  
at [kerry@australianjdc.com](mailto:kerry@australianjdc.com)

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