



COMMUNITY IMPACT REPORT

2020-2022

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CEO Message

Dear Coalition Members, Funders, Stakeholders, & Community,

It's time once again to share about the impact the Cincinnati Music & Wellness Coalition (CMWC) has had in our region during 2020-2022. While the pandemic slowed us during the past two years, 2022 has been full speed ahead.

Clavinova Connection and HealthRHYTHMS, the two evidence-based recreational music- making wellness programs, were halted until the second half of 2021 for most populations. However, coalition members Children's Home of Northern Kentucky and the Lindner Center of Hope continued to offer HealthRHYTHMS to their clients for much needed mental health and stress reduction.



The 9th and 10th Annual Music & Medicine Conferences were held virtually. A diverse group of presenters educated professionals and the public on the impact of music as a healing and wellness modality. Our next conference will be in September 2023 and will be in person!

We've built many new partnerships in the region since 2020. Check out page 14 for details.

The Physician-Musician: An Experiential Journey through Music & Medicine event, originally scheduled for May 30th, 2020, was held on September 17th, 2022. Due to the generous support of many sponsors, notably Yamaha Music & Wellness, and the Greater Cincinnati community, we were able to raise funds to start two new HealthRHYTHMS programs - one for the unhoused and another for children and adults in psychiatry. In 2023, we will be working with several community nurses and mental health facilities to bring wellness and healing to those strongly affected by the pandemic.

Our services to refugee communities remain strong. We are grateful to Christ Church Cathedral for their financial support. Through a holistic approach, these vulnerable individuals receive wellness services, health education, citizenship preparation, and assistance navigating complex social service systems.

I am energized and inspired by the recognition and response from individuals and organizations connecting with us to bring evidence-based recreational music-making to the diverse populations they serve. Please join us!

Best regards,
Arlene de Silva, Founder/CEO

About CMWC

Cincinnati Music & Wellness Coalition (CMWC) was founded in 2009 by Arlene de Silva. As a senior executive in home and community-based care for older adults in the southwestern Ohio region, she recognized the rapidly increasing aging population. Arlene was committed to bringing more outcome-based music related programs to improve the quality of life for older adults and caregivers.

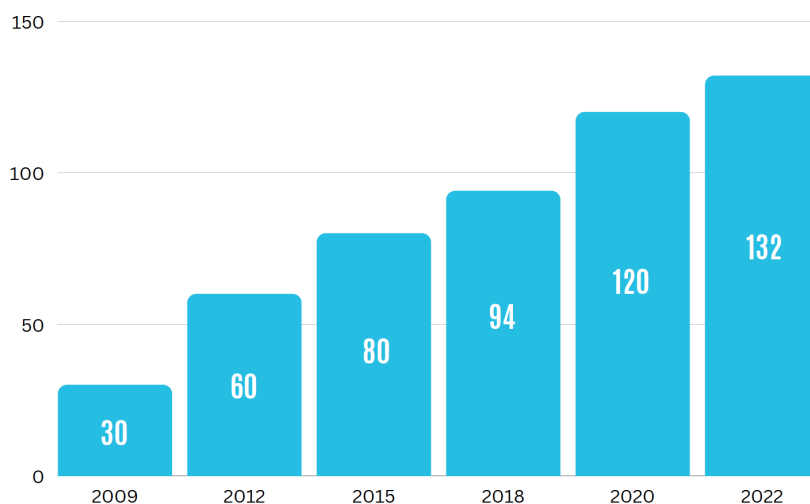
In 2008, she worked with Henderson Music, University of Cincinnati College-Conservatory of Music Preparatory Department, Yamaha Music & Wellness Institute, Colerain Senior Center, and Over-the-Rhine Senior Center to introduce Clavinova Connection - an evidence-based recreational music-making wellness program utilizing Yamaha digital pianos - to older adults.

Building on its success, CMWC was founded to benefit multiple populations that following year. Initially 30 coalition members from Greater Cincinnati; non-profits, universities, senior living communities, physicians, and musicians alike came together to promote a culture of wellness through evidence-based recreational music-making, education, and arts engagement.

In 2012, CMWC added the educational component by presenting the 1st Annual Music & Medicine Conference. To further promote well-being, arts engagement was added in 2015 with events such as Wellness Through Art Forms, CREATE Youth Empowerment, and Instrument Creating & Music-Making.

CMWC's growth has been gradual. As of 2022, the coalition consists of 132 members from the US States of Ohio, Kentucky, and Indiana, as well as Switzerland (Europe), and Sri Lanka (Asia).

THE FOLLOWING REPRESENTS
OUR MEMBER GROWTH



What is Recreational Music-Making?

The term “recreational” is derived from the Latin root “recreatio” - meaning “restoration to health”

Evidence-based recreational music making (RMM) is not about musicality or musical outcomes; **it is about achieving health outcomes**. It has a unique format due to its emphasis on group-based activities.

RMM is often confused with various other music types such as performance-based music or music therapy.

Performance-Based Music

- Includes structured lessons
- Requires mastering a musical instrument
- Places high expectations on individual
- Introduces fear of failure

Music Therapy

- Evidence-based use of music intervention to reach a therapeutic goal
- Uses music-based experiences, including physical, cognitive, emotional, psycho-social, and spiritual goals
- Not entertainment - Music therapy is a form of healthcare

RECREATIONAL MUSIC-MAKING IS

“Enjoyable, accessible, and fulfilling group-based music activities that unite people of all ages regardless of their challenges, backgrounds, ethnicity, ability, or prior experience”

- Karl T. Bruhn, father of the music-making and wellness movement

CMWC has been able to reach several different populations through RMM in its variety of programs. Populations served include:

- Children
- At-risk youth
- Caregivers
- Older adults
- Veterans
- Individuals in mental health recovery
- Individuals with substance abuse disorders
- Immigrants & refugees
- Employee wellness groups

Clavinova Connection

Clavinova Connection is a music and wellness program designed to harmonize mind, body, and spirit.

Group participants play specialized digital pianos, known as Clavinovas, under a trained facilitator's guidance.

Clavinova Connection® is a one-hour program, free of charge.

Every session includes singing, physical stretching, meditation, and sound improvisation. Each step builds confidence and self-esteem while enhancing relaxation and well-being.

The COVID-19 pandemic presented new challenges for the world and CMWC was not immune to this. As our programs emphasize group-based RMM, many were halted for the time being - specifically Clavinova Connection. However, we are excited for this program to begin making its return in 2023!



“...The minute I started putting my hands on those keys, something went all the way through, and I thought, ‘Well, I can do this’.

Now it's a part of me to get here and do this...once you get into it and you finish, and you come down, you're a whole new person.”

-Cincinnati Clavinova Connection Participant



HealthRHYTHMS

HealthRHYTHMS is a group-empowerment drumming program that creates a non-threatening, supportive environment for individuals to engage in creative musical expression. It does not require prior musical experience and there is no right or wrong way to be creative.

For optimum wellness benefits proven through peer-reviewed research, individuals participate one hour per week for six weeks. Participants are guided by a trained facilitator as they progress through warmup bonding exercises to a variety of group-based drumming activities.

DEMOGRAPHICS

2020

4072

2021

4786

2022

5078

INDIVIDUALS SERVED

15

Facilitators

1184

Children

2721

Adults

167

Older Adults

20

Facilitators

1235

Children

3388

Adults

163

Older Adults

29

Facilitators

1027

Children

3777

Adults

274

Older Adults



“Relaxing - HealthRHYTHMS allowed co-workers to let down walls and laugh together”

-St. Elizabeth Healthcare Participant

Why Do Recreational Music-Making

CMWC's Clavinova Connection and HealthRHYTHMS are rooted in an extensive series of eight peer-reviewed scientific publications by Dr. Barry Bittman. The publications have documented statistically significant improvements in quality of life, including physical, emotional, and social benefits, through the use of these programs.

10.4%

reduction of emotional exhaustion in
1st year nursing students

18.3%

reduction in employee turnover in
long term care facility

**Statistically significant
improvements for at-risk youth in:**

- school/work performance
- total anger
- total depression
- interpersonal problems
- negative self-evaluation

Natural killer cell activity (cells that seek out and destroy cancer/virally infected cells in the body) was **significantly boosted in those who drummed** compared to controls

Total Annual Potential Savings of 1.46 billion

Based on an 18.3% decrease in turnover at every long-term care facility



Improvement in Total Mood Disturbance

i.e. depression, anger, anxiety, tension, fatigue, hostility, vigor, confusion



**Improvement in Total Mood Disturbance
6 weeks post-intervention**

abstracts can be found at: www.yamahainstitute.org/vision-1

Whole Person Wellness for Refugee Communities

According to the United Nations High Commissioner for Refugees (UNHCR), a refugee is a person who has fled war, violence, conflict, or persecution and has crossed an international border to find safety in another country.

Since 2011, CMWC has served refugees utilizing the whole-person approach encompassing the mental, physical, social, financial, emotional, and spiritual needs of individuals. The following programs were offered in partnership with several community-based organizations:

Health Education

(HealthSource of Ohio/ATSU)

Sewing/Jewelry Making

(Millvale Recreation Center)

HealthRHYTHMS

(Nepali Art & Language Center / Bashu Khanal)

Trips to Cincinnati Zoo

Virtual Holiday-Themed Art & Music Activities For Youth

(CMWC's CREATE)



Wellness Fairs for Minority Health Month

(Millvale / Colerain)

Opportunity for Burundians to Perform

*at Installation of New dean
- Owen Thompson, Christ Church Cathedral*

Citizenship Preparation Classes

(HealthSource of Ohio/ATSU)

Assistance Navigating Medicare, Medicaid, & Social Security

- serving as advocate at meetings with federal agencies

135 Individuals Served

Afghanistan, Bhutan, Burundi, the Democratic Socialist Republic of Congo, Nepal, Rwanda

Education

CMWC's 10th Annual Music & Medicine Conference

Held virtually on September 29th, 2021; Featured keynote speakers neurologist Barry Bittman, MD, and Jillian Roger, Ph.D., whose research centers on how people experience, process experience, process, and perform grief and trauma through music. 160 individuals attended.

We are excited for the 2023 Music & Medicine Conference to be held in person!

WHO

Nurses, social workers, physicians, musicians, music therapists, educators, counselors, recreation therapists, non-profit leaders, & the general public

WHAT

To present current research on the benefits of music on various populations

WHY

Exposes attendees to the power of music as a means of wellness and offers the opportunity to gain continuing education credits

PHYSICIAN-MUSICIAN

AN EXPERIENTIAL JOURNEY THROUGH MUSIC & MEDICINE

Held on September 17th, 2022; A one-of-a-kind event that offered the opportunity to listen to world-class music while also learning about how music impacts our lives at the DNA level from a pioneer in mind-body medicine, population health innovator, CEO of Yamaha Music & Wellness Institute, and neurologist, Barry Bittman, MD.

Attendees also enjoyed amazing performances by well-known musicians, Mike Garson, best known as David Bowie's piano man, and Drew Tretick, a Julliard-trained violinist who has performed with Andrea Bocelli, Tony Bennet, the London Symphony Orchestra, and Glen Campbell, to name a few.

CMWC is thankful for the generosity of Yamaha Music & Wellness Institute, Christ Church Cathedral, Eagle Realty Group, and many other sponsors, donors, and attendees.

All the proceeds from this event will provide two new music-making programs - one to benefit the unhoused and the other for children and adolescents in psychiatry.



OVER \$30,000 RAISED

Arts Engagement



WELLNESS THROUGH ART FORMS

In partnership with Cincinnati Art Museum and Artswave, individuals experience different cultures through art, dance, music, and poetry while building respect and understanding. Unfortunately, this event was not held due to the COVID-19 pandemic but we are looking forward to its return in late spring of 2023!



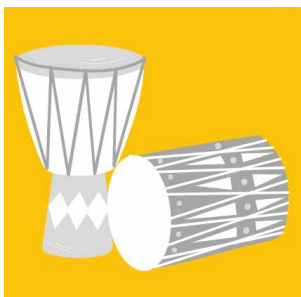
HOLIDAY TRADITIONS AND CULTURES

Held virtually in December 2020, it focused on several holidays celebrated during the fall and winter such as Diwali, Hanukkah, Christmas, Posadas, and Kwanzaa. There were elements of art, dance, poetry, songs, and educational material that highlighted these special events. 70 attendees.



CREATE YOUTH EMPOWERMENT

Activities bring together refugee children and high-school mentors to foster connections, creativity, and confidence through art projects such as painting teacups, building boxes from paper, folding origami dragons, and listening/performing music. 60 children served.



INSTRUMENT CREATING AND MUSIC MAKING

Attendees learn to make small percussion musical instruments with recycled material and experience a HealthRHYTHMS session led by a trained facilitator. It is all about having fun, encouraging fellowship, and building camaraderie. 25 participants.

Moving Forward into 2023

Stress and anxiety cause 90% of illnesses and the COVID-19 pandemic has exacerbated the situation. As a result, the need for Cincinnati Music & Wellness Coalition programs has rapidly increased due to its scientifically proven reduction in depression, anger, anxiety, loneliness, and increased self-esteem.

As mentioned previously, CMWC has experienced gradual growth since its creation in 2009. However, the COVID-19 pandemic affected daily life in unprecedented ways, specifically in regard to mental health due to isolation and new pressures placed on the workforce.

While the pandemic was in full swing and many of our programs were halted, CMWC decided to use that time to evaluate the needs of surrounding communities and examine how our nonprofit can move forward, adapting to this new state. In 2022, CMWC had an explosion of programming as seen on page 14.

With this expansion, CMWC began working on in-house projects to ensure we are providing effective programming to the populations we serve.

Over the last year, CMWC has partnered with epidemiologist, Melinda Butsch Kovacic, MPH, Ph.D., to assess HealthRHYTHMS facilitator needs and to co-design a facilitator log that will aid in the documentation of HealthRHYTHMS sessions.

The Log Captures:

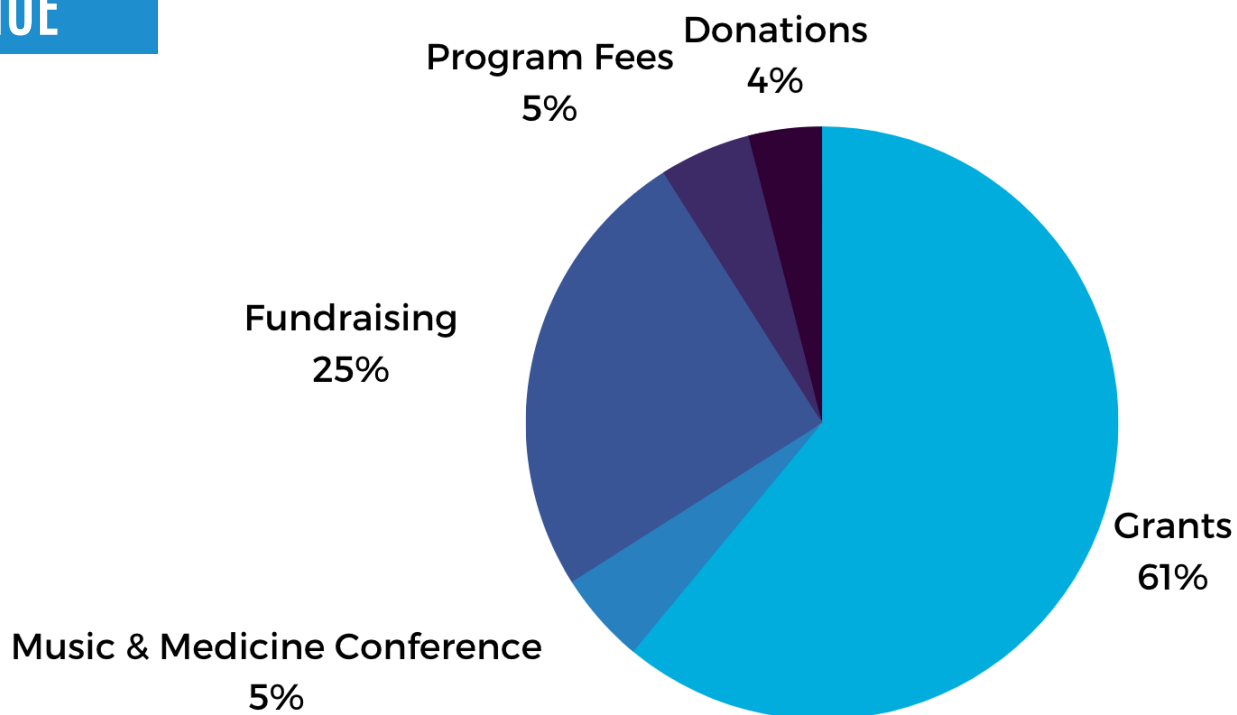
- Type of sessions held
- Purpose of the session (i.e, to engage, reduce stress, reduce depressive symptoms, etc.)
- Level of engagement
- Record of attendees and demographic information

Ongoing work: To use the facilitator log for a data dashboard viewable on the CMWC website with individual facilitator reports available that allow for transparency with the public.

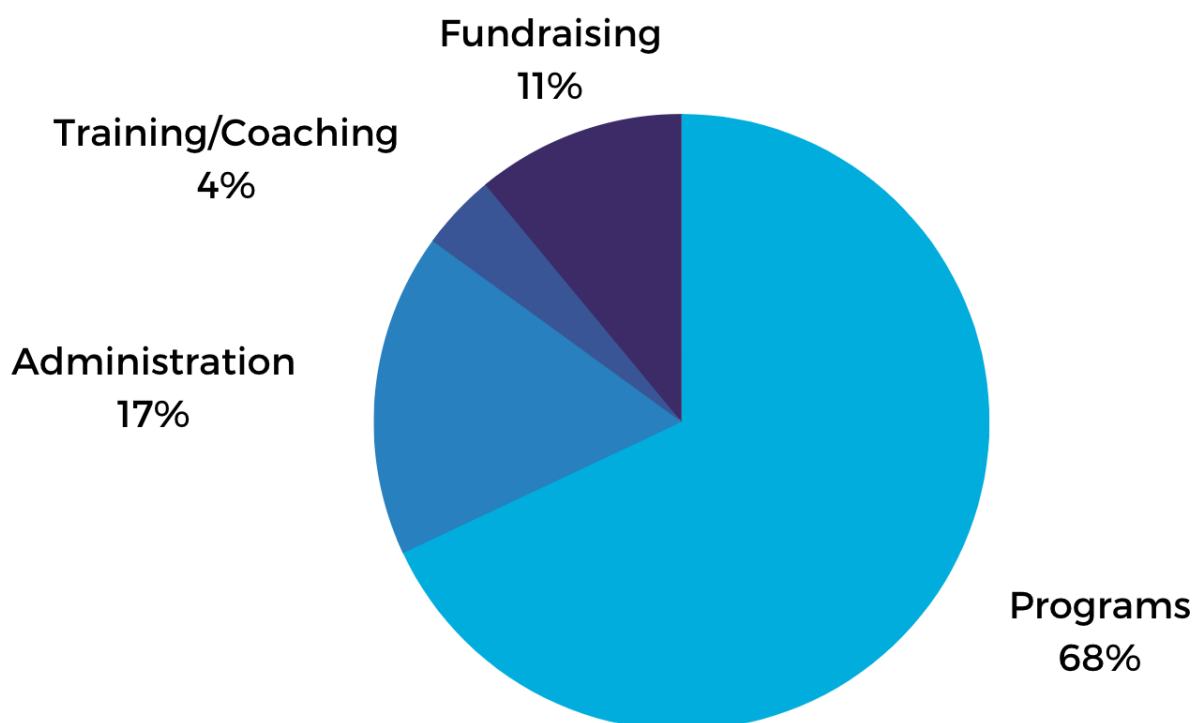
Future work: Addition of validated surveys to the facilitator log for CMWC to better report changes in health outcomes, impact, and outputs.

Financial Information

REVENUE



EXPENSES



**In-kind contributions valued at \$38,000 were received in 2022

Partnerships

Partnerships that began during the period 2020-2022

The Ohio State University College of Medicine

scheduled to start HealthRHYTHMS for medical students in January 2023 followed by Clavinova Connection; partnership is on-going

Parkinson Community Fitness in Blue Ash

HealthRHYTHMS for People with Parkinson's and caregivers; held in 2021

Catholic Charities of Southwestern Ohio and Blue Ash YMCA

HealthRHYTHMS for People with Parkinson's; partnership is on-going

Lincoln Heights Outreach, Inc.

Providing weekly HealthRHYTHMS for after-school programming at Lincoln Heights Elementary; partnership is on-going

Nepali Language & Art Center

HealthRHYTHMS for Nepali children; held in Summer 2022, partnership is on-going

Cincinnati Bar Association

Young Lawyers Section, Fifth Third Bank, Total Quality Logistics (TQL) - young professionals HealthRHYTHMS program with residents of Lincoln Heights; partnership is on-going

Community Building Institute (CBI) Middletown

HealthRHYTHMS for afterschool programming; partnership is on-going

ArtsConnect

HealthRHYTHMS for Springfield Township residents; held in Spring 2022

Neuro-Psych Center of Greater Cincinnati

Piloting a model with Creative Connections and HealthRHYTHMS for Alzheimer's and dementia patients; starting in January 2023

Miami University

Internships; partnership is on-going

University of Cincinnati

Internships; partnership is on-going

Became a member of:

- Clermont County Safety Net Alliance
- Butler County Suicide Prevention Coalition
- Hamilton County Safety Net Alliance

How to Get Involved

At Cincinnati Music & Wellness Coalition, we always welcome volunteers, love any support, and appreciate all donations. If you would like to make a donation, visit **musicandwellness.net**

HealthRHYTHMS

The coalition actively engages diverse populations in the region in 4 ways:

OPTION 1

Organizations send staff to be trained and offer our programs to their clients

This is a 2-day training for a cost of \$500 per person

OPTION 2

Organizations request a trained facilitator* from CMWC to be sent to engage their clients

Frequency is at their discretion and the requesting organization pays our non-profit an agreed-upon per session fee of \$150

OPTION 3

CMWC partners with a community non-profit to bring one of the programs to a targeted population

In general, CMWC receives a grant for this scenario - there is no cost to participating organization or participants

OPTION 4

Per Person Fee (PPF) - CMWC holds one hour weekly sessions on 6 week cycles at various community locations

Maximum group size is 12, PPF is \$72 for the 6 weeks

**Note: If CMWC provides a trained facilitator, instruments will be provided by CMWC at no additional cost*

Clavinova Connection

CMWC currently has four Clavinova Connection programs in Greater Cincinnati located at Maple Knoll Communities, Otterbein Senior Living, Clermont Senior Services, and Colerain Senior Center. This program excels in community-building and we are always interested in working with the right partner to expand the program.

If any of these scenarios sound right for you and your organization please reach out to us at musicandwellness.net or (513) 315-7393

Acknowledgements

Without the help of our generous supporters and funders, Cincinnati Music & Wellness Coalition would not have been able to make the impact it has.

We would like to take this opportunity to recognize:

Funders

ArtsWave

artswave.org

Christ Church Cathedral

cincinnatiathedral.com

Deaconess Foundation

deaconess-healthcare.com

HealthPath Foundation

healthpathohio.org

Josephine S Russell Charitable Trusts, PNC

pnc.com

Parkinson's Foundation

parkinson.org

Appalachian Community Development Association

appalachianfestival.org

United Way

unitedway.org

Supporters

Yamaha Music & Wellness Institute

yamahainstitute.org

Remo, Inc.

remo.com

Arnold Printing

madebyarnold.com

Life Enriching Communities

lec.org

Maple Knoll Communities

mapleknoll.org

Cincinnati Art Museum

cincinnatiartmuseum.org

Xavier University

xavier.edu

University of Cincinnati

uc.edu

Miami University

miamioh.edu

MTNA

mtna.org

Invito Personal Chef

invitopersonalchef.com

Eagle Realty Group

westernsouthern.com/eagle

THANK YOU FOR YOUR CONTINUED SUPPORT!

Cincinnati Music & Wellness Coalition

5029 South Ridge Drive
Cincinnati, OH 45224

(513) 315-7393
musicandwellness.net

