Cognitive Stimulation via Multi-Sensory Integration: Testing the Impact of Childhood Multimedia Tools on Engagement in Alzheimer's and Dementia Patients

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Alzheimer's disease and dementia present a global health crisis characterized by progressive cognitive decline that traditional pharmacology struggles to reverse. This study, "Cognitive Stimulation via Multi - Sensory Integration," investigates the efficacy of personalized, culturally resonant multimedia in stimulating memory and emotional engagement. Using a qualitative approach, 15 residents with mild - to - moderate dementia at Las Alturas Nursing Home were exposed to iconic media from the Golden Age of Mexican Cinema (Pedro Infante and Cantinflas) to leverage shared cultural history. Results from pre test and post test evaluations seem to support the hypothesis: all participants showed recognition and a marked increase in verbal and emotional responsiveness. These findings suggest that nostalgic, culturally specific stimuli can effectively bypass neurological barriers, offering a low - cost, non - invasive intervention to enhance the quality of life and cognitive activation in elderly populations.

Awards Won:
American Psychological Association: Complimentary student affiliate memberships
American Psychological Association: Third Award of $500