



Videos that diminish agitation, foster connection & engagement, and ease daily activities.

2025 Adult Changes in Thought (ACT) Research Symposium | Allyson Schrier -- allyson@zinniatv.com



Dementia family caregiver

Developed **How to be Friends with People with Dementia** classes

Earned WA State certifications; **Dementia Educator** for professional caregivers.

January 2020 **UW Memory and Brain Wellness Center** – Project ECHO Dementia

Sit on Medical and Health Sub-committee of the WA State **Dementia Action Collaborative**

2020 winner of Maude's Award for Supporting Family Care Partners

2020 Visionary Caregiver of the Year
Caregiving.com

Co-founder and President Zinnia Technologies
(www.zinniatv.com)



Evan at 48, 1 year into bvFTD diagnosis



The endless quest for a better way



Connected problems I was trying to solve



- Communications are challenging
- Magazines, photos, videos help
- **TV is problematic**
- Agitated, asleep, lost
- 'Regular TV' doesn't work for changing brains
- Met Frank Lee at Apple



Zinnia TV

- **Vivid visuals. Music & sound effects. Little dialogue.**
- **Slower pace; plot free**
- **Promote reminiscence & conversation; a connection tool**
- **Streaming service easily accessed via web, tablets and smart TVs**

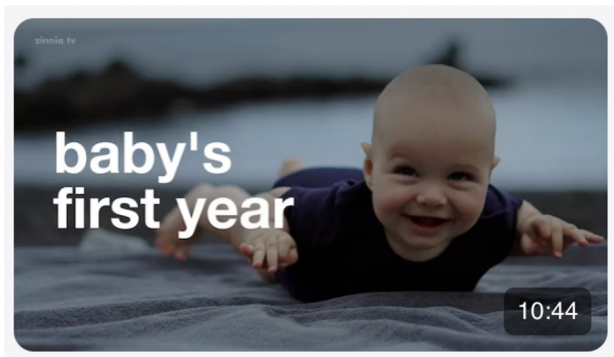


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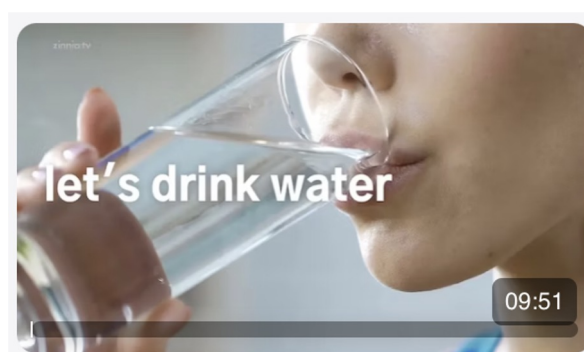


Zinnia videos help dementia caregivers

**Reduce
agitation**



**Support
activities of
daily living**



**Create
meaningful
connection**



Zinnia is evidence based

Research in long term care, hospital and home settings



THE UNIVERSITY
OF BRITISH COLUMBIA

VGH+
UBC hospital
foundation

MeHI
MASSACHUSETTS
eHEALTH INSTITUTE



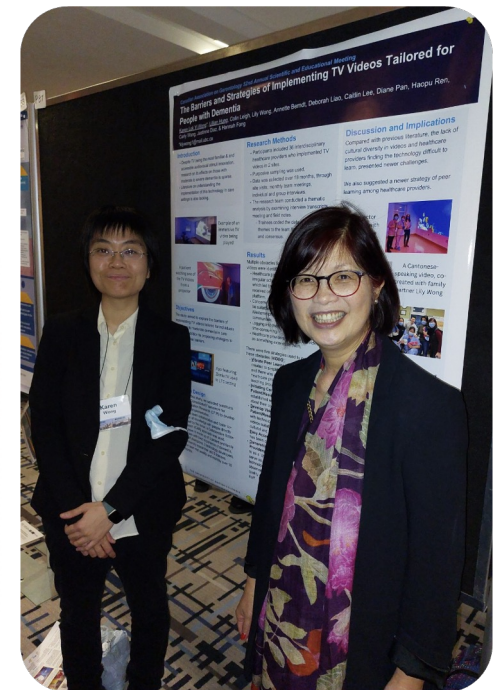
MASS
DIGITALHEALTH

The
**Brenda
Strafford**
Foundation

VA



U.S. Department
of Veterans Affairs



 **zinnia**

Zinnia was validated in long term care



100%

**Entertains or
creates fun**

100%

**Reduces negative
behavior**

80%

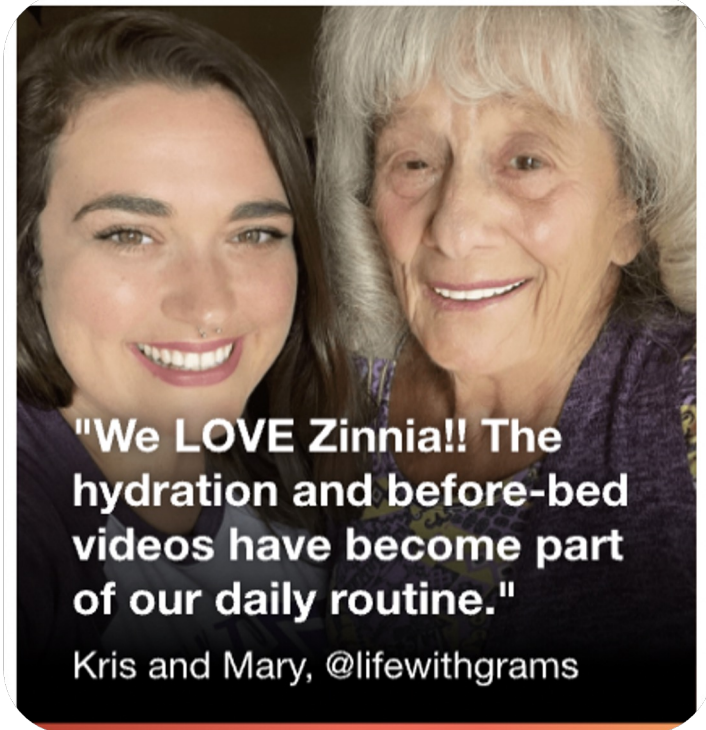
**Prompts activities
of daily living**



Essential support for family caregivers at home

79% Reduces caregiver stress

74% Increases respite



Let's take a look at ZinniaTV



Always celebrate the good



Thank you!

You are welcome to reach out with questions.

Allyson Schrier (Allyson@zinniatv.com)

