

# How The Brain Forms New Habits: Why Willpower Is Not Enough

## A 6-Hour Home Study Program for Health Professionals

*Why are habits so difficult to change? Habits govern how we think and act. They influence who needs care and who stays well in medical, dental, psychological, and educational settings. This program describes how the brain forms new habits and how to facilitate meaningful change.*

Participants completing the program should be able to:

1. Name several characteristics of reward-centered habits.
2. Identify several evidence-based strategies for managing reward-centered habits.
3. Describe how threat-based mental habits are connected to maladaptive emotions and actions.
4. List one or more strategies for coping adaptively with threat-based mental habits.
5. Identify several evidence-based principles for initiating and maintaining health-promoting habits.

### CONTINUING EDUCATION



**NURSES:** Institute for Brain Potential (IBP) is accredited with distinction as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

IBP is approved as a provider of continuing education by California Board of Registered Nursing, Provider #CEPI3896, and Florida Board of Nursing. This program provides 6 contact hours.



**COUNSELORS, PSYCHOLOGISTS, SOCIAL WORKERS & MFTs:** Institute for Brain Potential has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6342. Programs that do not qualify for NBCC credit are clearly identified. IBP is solely responsible for all aspects of the programs. This program provides 6 clock hours.



Institute for Brain Potential is approved by the American Psychological Association to sponsor continuing education for psychologists. IBP maintains responsibility for this program and its content. This program provides 6 CE credits.



IBP, Provider #1160, is approved as a provider for continuing education by the Association of Social Work Boards (ASWB), 400 South Ridge Parkway, Suite B, Culpeper, VA 22701. www.aswb.org. ASWB Approval Period: 11/11/14 – 11/11/17. Social workers should contact their regulatory board to determine course approval. Social workers will receive 6 continuing education clock hours for participating in this course.



IBP is approved as a provider of CE by the FL Board of Psychology, by the FL Board of Clinical Social Work, MFT and Mental Health Counseling, by the OH CSWMFT Board, Provider #RST030801, by the IL Dept. of Professional Regulation MFT CE Sponsor Program, #168.000183, and by TX State Board of Examiners of MFTs, Provider #830. This program provides 6 CE hours.



**SUBSTANCE ABUSE PROFESSIONALS:** Institute for Brain Potential (IBP) is approved by the NAADAC Approved Education Provider Program, Provider #102949. IBP is approved by provider by CCAPP-EI, Provider Number 45-09-128-1217. This program provides 6 CEHs.



**PHARMACISTS AND PHARMACY TECHNICIANS:** IBP is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This knowledge-based activity is designated for 6 contact hours (0.6 CEUs). UANs: 0492-0000-12-013-H04-P and 0492-0000-12-013-H04-T.



**DENTAL PROFESSIONALS:** IBP is designated as an Approved PACE Program Provider by the Academy of General Dentistry (AGD). The formal continuing dental education programs of this provider are accepted by the AGD for Fellowship/Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 12/01/14 – 11/30/18. Provider ID# 312413. This program provides 6 hours of CE credit. Subject Code: 557. IBP, Provider #RP-4261, is authorized to confer continuing dental education for Dentists, Dental Hygienists and Dental Assistants by the Dental Board of California. IBP is an approved provider with the FL Board of Dentistry. This



program provides 6 CE hours.



**OCCUPATIONAL THERAPISTS:** IBP is an American Occupational Therapy Association (AOTA) Approved Provider, #6050. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA. This program provides 0.6 AOTA CEUs or 6 contact hours. Content Focus: Domain of OT (Performance Patterns) and Occupational Therapy Process (Intervention). This course is approved by the FL Board of Occupational Therapy for 6 hours of credit.



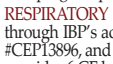
**PHYSICAL THERAPISTS:** This program is approved by IBP, which is an accredited provider by the Physical Therapy Board of CA. IBP is an IL Dept. of Professional Regulation Approved CE Sponsor for PTs and PTAs, #216.000210. IBP is recognized by the NY State Board of Physical Therapy as an approved sponsor of physical therapy CE. This program provides 6 CE hours.



**MASSAGE THERAPISTS:** IBP is an approved CE provider by IL Dept. of Professional Regulation, #245.000045. This course provides 6 CE hours. This course is approved for 6 hours of "General" CE Credit by the FL Board of Massage Therapy.



**SPEECH-LANGUAGE PATHOLOGISTS:** IBP is an approved provider by the CA SLPAB, # PDP247. This program provides 6 CE hours.



**RESPIRATORY CARE PROFESSIONALS:** RCPs in New York receive 6 hours of Category III credit through IBP's accreditation by the ANCC. IBP is approved by the CA Board of Registered Nursing, #CEPI3896, and as such, its CE offerings are accepted by Respiratory Care Board of CA. This program provides 6 CE hours.



**EDUCATORS:** Participants completing this program will receive 7.5 contact hours of professional development credit through a cosponsorship agreement between Alliant International University and IBP. Alliant International University's graduate programs are accredited by the Accrediting Commission of Senior Colleges and Universities of the Western Association of Schools and Colleges. Please contact your school district if you need prior approval for this program.

### Reward-Centered Habits

- Understanding Reward-Centered Habits
- Neurotransmitters
- Features of Addiction
- Addictive Features of Comfort Foods
- Storehouse of Addictive Habits
- Changing Reward-Based Habits

### Using Your Brain to Form New Habits

- Dorsolateral Prefrontal Cortex
- Ventral Striatum
- Anterior Cingulate Cortex
- Temporal Lobe Neocortex

### Threat-Based Mental Habits

- Stress-Based Habits
- Generalized Anxiety
- Recurrent Anger
- Depression
- OCD
- Chronic Pain

### Overcoming Threat-Based Mental Habits

- Cataloguing Automatic Thoughts
- Graded Exposure to One's Fears
- Cognitive-Behavioral Therapy (CBT)
- Positive Psychology
- Mindfulness

### Initiating and Maintaining Healthful Habits

- Preschool
- Repetition of Skilled Movements
- Temporal Habits
- Spatial Habits
- Habit Substitution
- Mastering the Five Brain Challenges

### ABOUT THE INSTRUCTOR



George F. Koob, Ph.D., is one of the world's leading experts concerning how the brain forms new habits. He Chairs the Committee on the Neurobiology of Addictive Disorders at Scripps and teaches at UCSD. Dr. Koob has been appointed as director of the National Institute of Alcohol Abuse and Alcoholism of the NIH.

Professor Koob's research revealed how illegal and everyday addictions alter the brain and how to overcome them. To learn more about Dr. Koob's research and teaching, you may visit his website at <http://www.scripps.edu/research/faculty/koob>

Dr. Koob has received five "Outstanding Faculty Teaching Awards" at UCSD. An excellent and inspiring speaker, Dr. Koob provides health professionals with guidelines to facilitate meaningful change.

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