

# INTERACTIVE WEBCAST WEDNESDAY, OCTOBER 2, 2019

## INTERACTIVE WEBCAST

Wednesday, October 2, 2019, 9 AM – 4 PM PDT

You will need a computer with internet access and speakers to participate in the webcast.

## ON-DEMAND WEBCAST

Monday, October 7, 2019 – Thursday, November 7, 2019

Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Monday, October 7, 2019 through Thursday, November 7, 2019. The program plus in-class exercises will be available in four convenient segments.

## HOME STUDY RECORDINGS

Valid for CE until April 7, 2020

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: April 7, 2020

# ADVANCES IN UNDERSTANDING AND SOLVING THE ADHD PUZZLE

✓one:

- Interactive Webcast with CE Credit: Wednesday, October 2, 2019
- On-Demand Webcast with CE Credit: October 7, 2019 – November 7, 2019

Purchase of Recordings with Home Study CE Credit: through April 7, 2020

- 4 Audio CDs
- 4 Audio-Visual DVDs

Purchase of Recordings without CE Credit:

- 4 Audio CDs, \$50
- 4 Audio-Visual DVDs, \$75

Tuition is in US dollars.

Name (PLEASE PRINT) \_\_\_\_\_

Home Address \_\_\_\_\_

City/State \_\_\_\_\_, \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone (\_\_\_\_) \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_) \_\_\_\_\_ (PLEASE PRINT EMAIL IF AVAILABLE)

Email \_\_\_\_\_

Profession(s) \_\_\_\_\_

### PRE-REGISTRATION

- \$79 Individual Rate
- \$74 Group Rate (3 or more persons registering together)
- \$89 On-Site Registration (if space is available)

### FOUR WAYS TO REGISTER

1. Internet: [www.ibpceu.com](http://www.ibpceu.com)
2. Mail: PO Box 2238, Los Banos, CA 93635  
(make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

Purchase orders are accepted. IBP tax identification number: 77-0026830

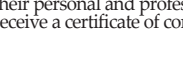
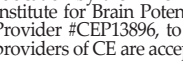
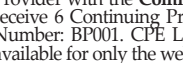
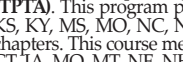
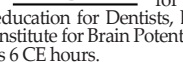
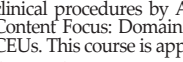
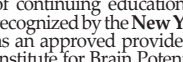
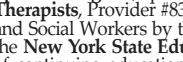
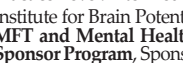
Type of Credit Card:  Visa  MasterCard  AmEx  Discover

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_



ASWB approved continuing education



**NURSES:** Institute for Brain Potential (IBP) is accredited as a provider of continuing nursing education by the **American Nurses Credentialing Center's Commission on Accreditation**. Institute for Brain Potential is approved as a provider of continuing education by **California Board of Registered Nursing**, Provider #CEP13896, and **Florida Board of Nursing**. This program provides 6 contact hours.

**PSYCHOLOGISTS:** Institute for Brain Potential is approved by the **American Psychological Association** to sponsor continuing education for psychologists. Institute for Brain Potential maintains responsibility for this program and its content. This program provides 6 CE credits. Institute for Brain Potential is approved as a provider of continuing education by the **Florida Board of Psychology**. This course provides 6 hours of CE credit.

**COUNSELORS, 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. Institute for Brain Potential is solely responsible for all aspects of the programs. This program provides 6 clock hours.

Institute for Brain Potential, provider #1160, is approved as a provider for social work continuing education by the **Association of Social Work Boards (ASWB)** [www.aswb.org](http://www.aswb.org) through the Approved Continuing Education (ACE) Program. Institute for Brain Potential maintains responsibility for the program. ASWB Approval Period: November 11, 2017 – November 11, 2020. Social workers should contact their regulatory board to determine course approval for continuing education credits. Social workers participating in this course will receive 6 clinical continuing education clock hours. Social Work Practice Level: Intermediate.

Institute for Brain Potential is approved as a provider of CE by **Florida Board of Clinical Social Work, MFT and Mental Health Counseling**, by **Illinois Department of Professional Regulation MFT CE Sponsor Program**, Sponsor #168.000183, and by **Texas State Board of Examiners of Marriage & Family Therapists**, Provider #830. Institute for Brain Potential is approved as a provider of CE for Counselors and Social Workers by the **Ohio CSWMFT Board**. Institute for Brain Potential (IBP) is recognized by the **New York State Education Department's State Board for Social Work** as an approved provider of continuing education for licensed social workers #SW-0341. Institute for Brain Potential (IBP) is recognized by the **New York State Education Department's State Board for Mental Health Practitioners** as an approved provider of continuing education for licensed mental health counselors. #MHC-0134. Institute for Brain Potential (IBP) is recognized by the **New York State Education Department's State Board for Mental Health Practitioners** as an approved provider of continuing education for licensed marriage and family therapists. #MFT-0068. This program provides 6 contact hours.

**OCCUPATIONAL THERAPISTS:** Institute for Brain Potential 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 6 contact hours. Content Level: Intermediate. Content Focus: Domain of OT (Client Factors). Please note that webcast does not qualify for AOTA CEUs. This course is approved by the **FL Board of Occupational Therapy** for 6 hours of credit.

**CHEMICAL DEPENDENCY PROFESSIONALS:** Institute for Brain Potential is approved by the **NAADAC** Approved Education Provider Program, Provider #102949. This program is 6 CEHs.

**PHARMACISTS & PHARMACY TECHNICIANS:** Institute for Brain Potential is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. The interactive webcast is a knowledge-based activity with UANs 0492-0000-17-021-L04-P and 0492-0000-17-021-L04-T. The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-17-022-H04-P and 0492-0000-17-022-H04-T. Initial Release Date: 04/07/2017. Planned Expiration Date: 04/07/2020. This program provides 6 hours (6 CEU). This program has been pre-approved by the **Florida Board of Pharmacy** for 6 hours of continuing education credit.

**DENTAL PROFESSIONALS:** Institute for Brain Potential 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/Membership 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 12/01/18 – 11/30/24. Provider ID# 312413. This program provides 6 hours of CE credit. Subject Code: 557. Initial Release Date: 04/07/2017. Planned Expiration Date: 04/07/2020. Institute for Brain Potential, provider RP-4261, is authorized to confer continuing dental education for Dentists, Dental Hygienists and Dental Assistants by the **Dental Board of California**. Institute for Brain Potential is an approved provider with the **Florida Board of Dentistry**. This program is 6 CE hours.

**PHYSICAL THERAPISTS:** Institute for Brain Potential is approved as a provider of the physical therapy continuing education by the **Physical Therapy Board of California**. Institute for Brain Potential is an **Illinois Department of Professional Regulation** Approved CE Sponsor for PTs and PTAs, #216.000210. Institute for Brain Potential is recognized by the **New York State Education Department's State Board of Physical Therapy** as an approved provider of physical therapy continuing education. This program is pending approval by the TX chapter of the **American Physical Therapy Association (TPTA)**. This program provides 6 CE hours. The physical therapy boards in AK, AZ, DE, GA, ID, IN, KS, KY, MS, MO, NC, ND, RI, SC, OR, TN, UT, VA, WI, and WY accept courses approved by APTA chapters. This course meets the criteria for 6 contact hours of physical therapy continuing education in CT, IA, MO, MT, NE, NH, OR, and WA.

**MASSAGE THERAPISTS:** Institute for Brain Potential is approved as a CE provider by the **Illinois Department of Professional Regulation**, #245.000045, and by the **Florida Board of Massage Therapy**. This program provides 6 CE hours. This program counts as 'General' hours in Florida.

**SPEECH-LANGUAGE PATHOLOGISTS:** Institute for Brain Potential is an approved provider by the **California Speech-Language Pathology and Audiology Board (SLPAB)**, # PDP247, and by the **Florida Board of Speech-Language Pathology and Audiology**. CE credit for SLPs in Florida is available for only the webcast of the program. This program provides 6 CE hours.

**ACUPUNCTURISTS:** This course has been approved by the **California Acupuncture Board**, Provider Number 565, for 6 hours of Category 1 distance education credit. Please note that live credit is not available for this webcast.

**DIETITIANS:** Institute for Brain Potential is a Continuing Professional Education (CPE) Accredited Provider with the **Commission on Dietetic Registration (CDR)**. CDR Credentialed Practitioners will receive 6 Continuing Professional Education units (CPEUs) for completion of this activity. Provider Number: BP001. CPE Level: II. Suggested Learning Codes: 6010 and 6020. CDR-approved credit is available for only the webcast of the program.

**RESPIRATORY CARE PROFESSIONALS:** RCPs in New York receive 6 hours of Category III credit through the ANCC. Institute for Brain Potential is accredited as a provider of continuing nursing education by the **American Nurses Credentialing Center's Commission on Accreditation (ANCC)**. Institute for Brain Potential is approved by the **California Board of Registered Nursing (CA BRN)**, Provider #CEP13896, to provide continuing education. Programs offered by the CA BRN approved providers of CE are accepted by the **Respiratory Care Board of California**.

**EDUCATORS:** Participants completing this program will receive 7.5 clock hours of professional development credit through a cosponsorship agreement between Alliant International University and Institute for Brain Potential. 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.

**COLLEGE EDUCATED PUBLIC:** This program is recommended for individuals who wish to add to their personal and professional knowledge and to improve their health and wellbeing. Participants will receive a certificate of completion for 6 hours.



## ADVANCES IN UNDERSTANDING AND SOLVING THE ADHD PUZZLE

### A 6-Hour Program for Health Professionals

**Interactive Webcast Schedule:** The date of the interactive webcast is Wednesday, October 2, 2019, 9 AM, Pacific Daylight Time. Please register early and sign in 30 minutes before the time of the webcast.

**On-Demand Webcast Schedule:** You may view the program in segments at your convenience from Monday, October 7, 2019 until Thursday, November 7, 2019. Registrants who sign up for the live webcast may elect to take the on-demand webcast.

**Home Study Schedule:** You may listen to or view the recorded lecture at your convenience until the expiration date: April 7, 2020. Self-study credit is available for all California-licensed health professions listed on the brochure except dietitians and massage therapists.

**Group Registrations:** Rates apply for three or more pre-registered guests enrolling together. Please complete a separate registration form for each person. Members of a group can watch interactive or on-demand webcast, or order home study recordings on different dates.

**Confirmation Notices and Certificates of Completion:** We will confirm your registration by email or by letter. Please attend even if you do not receive a confirmation. Successful completion includes full attendance, submission of the evaluation form, and for home study credit, submission of the post-test. No partial credit will be given. Certificates of completion for the live seminar are provided at the time of adjournment, and for the interactive webcast, live webcast and on-demand webcast are provided by email upon receipt of the evaluation form and the post-test.

**Transfers and Cancellations:** Registrants can transfer to another live seminar or webcast if space is available. Registrants canceling up to 48 hours before a seminar or webcast can request a full refund less a \$15 processing fee or an audio CD or DVD recording of the program with the instructional outline for home study credit. Alternatively, a full-value voucher can be obtained good for one year for a future program. In the unlikely event that the program cannot be held (e.g., an act of God), registrants will receive free admission to a rescheduled program or a full-value voucher, good for one year, for a future program. All requests must be made in writing or online. No IBP program has ever been cancelled as the result of low attendance.

**24/7 Customer Service:** Call 888-202-2938 to ask about course content, instructors, request accommodations for disability, submit a formal grievance, or remove your name from a list. For other questions, call 866-652-7414.

**Institute for Brain Potential:** Since 1984, our non-profit organization (tax ID 77-0026830) has presented informative and practical seminars. IBP is the leading provider of accredited programs concerning the brain and behavioral sciences.

# ADVANCES IN UNDERSTANDING AND SOLVING THE ADHD PUZZLE

## FREQUENTLY ASKED QUESTIONS

**Q: Is there a way to enjoy this seminar without being at my computer for 6 hours? What if I am not free on October 2, the date of the broadcast?**

Yes! First, register for the program. You will receive a link to view the program starting October 7 until November 7. The program will be divided into four segments of approximately 75 minutes for user-friendly viewing.

**Q: What if I have technical issues getting and staying connected, difficulty seeing the slides, or hearing the speaker?**

We have an expert videographer to capture the sound and slides. We will make copies of the outline available to the participants. Further, in the unlikely event that you have connection problems, IBP will provide registrants with a free set of 4 CDs or DVDs of the entire program.

**Q: I'd like to view the program and receive credit but without watching the live program or downloading it and still receive continuing education credit. Can I do this?**

Yes! The cost of the DVD or CD set will be the same as the cost of the live program. Register now, let the operator know you will want the CD or DVD set (specify which), and make sure your profession is included in our online brochure.

**Q: Can I attend this program live?**

Yes, but only if you live in a city where IBP is currently presenting this seminar.

**Q: My profession is not included on the brochure. Can I receive continuing education credit?**

Maybe. Please contact our customer service at (888) 202-2938.

**Q: How long does it usually take to receive a certificate of completion?**

Typically, within 3 or 4 business days.

*ADHD is a disorder of impaired executive function. Executive functions develop in a sequence including the acquisition of working memory, the ability to develop focus, control emotions, impulses, and to set and attain goals.*

*When best practices are applied by the family, educator and health professional, ADHD is one of the most treatable neuropsychiatric disorders.*

*Participants completing this program should be able to:*

- 1. Describe varied symptoms, subtypes and comorbidities associated with ADHD and executive functions.*
- 2. Describe the major medical and health concerns associated with ADHD.*
- 3. Compare and contrast the various evidence-based treatment modalities including medication, nutrition, education, academic, and cognitive and behavioral interventions.*
- 4. Discuss practical and effective methods for treating the most common comorbidities of ADHD and Oppositional Defiant Disorder.*

## Understanding ADHD as a Disorder of Executive Function

- **Executive Function Developmental Disorder:** executive functions are acquired sequentially as the prefrontal cortex matures; age-equivalent delay is typically 25–40% in youth with ADHD.
- **Neurological Age Equivalents:**
  - Self-directed attention,
  - Inhibition (self-restraint),
  - Non-verbal working memory (self-directed sensing),
  - Verbal working memory (self-speech),
  - Emotion regulation (self-directed emotions),
  - Motivation regulation (self-directed motivation), and
  - Self-directed planning and problem solving.
- **Diagnosis:** age of onset, key subtypes (inattentive, hyperactive or combined), executive functions missing from the DSM-5 checklist.
- **Common Psychological Comorbidities:** eating disorders, conduct disorder, oppositional defiant disorder, delinquent/antisocial activities, anxiety, major depression, and bipolar disorder.
- **Common Physical Comorbidities:** impulsive eating and weight gain, abnormalities of vision and refractive errors (83%), sleep problems (39–56%), and coordination disorders.
- **Persistence of ADHD:** over two-thirds people with ADHD in youth have unremitting symptoms in adulthood the key role of executive function impairment in predicting who will remit.

## Characteristics of People With ADHD

- **Cognitive-Behavioral Features:** defects of internal and external attention, time-blindness, perseveration, language impairment, motivational biases, IQ gaps, and exaggerated positive self-evaluation.
- **Medical Concerns:** total medical costs are 2–3 times higher; 57% greater risk of injury including automobile accidents; eating disorders, e.g., bulimia, higher BMI and predisposition for metabolic syndrome.
- **Dental Concerns:** Lack of self-awareness and self-care; caries and periodontal disease; how to work more effectively with ADHD clients.
- **Academic Underachievement:** poor school performance (>90%), low academic achievement as early as preschool, especially in reading, spelling, and math; the key role of impaired verbal working memory.
- **Family Issues:** keys to managing parent-child conflicts, inconsistent discipline, noncompliance, divorce, lower parental work participation and income; when a parent and child both have ADHD—how to vary the intensity of a response and its consistency.
- **Understanding Adults With ADHD:** guidelines for health professionals who may work with employees or clients that have disorders of attention, motivation, and goal achievement.

## Pharmacotherapies

- **Psychostimulants:** first line treatments improve ADHD symptoms in about 70–80% of children and about 70% of adults; role increasing attention span, reducing impulsive behavior and hyperactivity; identifying the right medication at the right dose with the fewest side effects.
- **Selected Nonstimulant Medications:** including Atomoxetine, Clonidine, and Guanfacine indications, clinical effects, adverse effects of drugs that activate noradrenergic activity.
- **Benefits of Early Intervention:** reduction of symptom severity, interpersonal conflicts at home and in school; potential benefits of accelerated brain growth and neuroprotection.

## Nutritional Therapies

- **Dietary Therapies of Weak Effectiveness:** mega 3/6 fatty acid supplementation, elimination diets, and gluten-free diet.
- **Unproven or Disproven Treatments:** megavitamins, antioxidants, trace elements, and minerals.

## Psychological and Educational Treatments for Youth With ADHD

- **Counseling Parents:** training parents of youth with ADHD, social skills training, modifying expectations; how to cultivate executive functions and self-regulation.
  - **Driving:** neurocognitive impairments, elevated risks, texting, risk-taking, lack of impulse control, and high rate of accidents.
  - **Sexual Issues:** what parents can do to help prevent impulsive sexual behavior, STDs, and unwanted pregnancies.
- **Unproven or Disproven Treatments:** sensory integration training, play therapy, self-control cognitive training, social skill therapies if done in clinics.
- **Educational Interventions**
  - **Executive Functions:** how to develop lesson plans to match the level of maturation of executive functions.
  - **Environmental:** seating the ADHD student in closer proximity with the teaching area; how altering the classroom can enhance outcomes, problem-solving, feedback, and behavior management.
  - **Behavioral:** dealing with disruptive behavior, providing the right kind of feedback and enhancing motivation.
  - **Social-Cognitive:** ways to focus on problem solving and forethought; the benefits of a mentor.
- **Neuropsychological Training:** the benefits of Cogmed Working Memory Training for improving attention span and academic performance for all age levels as indicated by neuropsychological testing, brain imaging, and one-year academic follow-up studies.

## Treating Oppositional Defiant Disorder (ODD)

- **Diagnosis:** these include conduct disorders (20–56%) and Delinquent/Antisocial Activities (18–30%); angry/irritable mood, argumentative/defiant behavior, and vindictiveness.
- **Treatment:** the nurtured heart approach—strategies for helping undesirable behaviors addressed with no intensity; teaching people with ODD to use intensity in successful ways to awaken their greatness.

## ABOUT THE INSTRUCTOR



*Bill Benninger, Ph.D., Adjunct Assistant Professor of Psychology at Ohio State University has over thirty years of clinical experience in treating ADHD, related learning disorders, and Oppositional Defiant Disorder for children, adolescents and adults. His publications include A Parent's Guide To Teenage Problems, A Teacher's Guide to Recognizing Psychological and Behavioral*

*Problems of Students and A Controlled Trial of Working Memory Training for Children and Adolescents with ADHD.*

*Dr. Benninger lectures nationally and internationally on the role of understanding, diagnosing and treating ADHD to health professionals and educators. He has appeared on CNN and TV France. Health professionals and educators highly praise his ability to present practical information with clinical wisdom and compassion.*

*In addition to Q & A sessions in class, Dr. Benninger will answer your questions during the second half of the lunch break and by email after the program concludes.*