

# INTERACTIVE WEBCAST FRIDAY, JANUARY 11, 2019

## INTERACTIVE WEBCAST

Friday, January 11, 2019, 9 AM – 4 PM PST

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

## ON-DEMAND WEBCAST

Wednesday, January 16, 2019 – Saturday, February 16, 2019

Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Wednesday, January 16, 2019 through Saturday, February 16, 2019. The program plus in-class exercises will be available in four convenient segments.

## HOME STUDY RECORDINGS

Valid for CE until January 1, 2022

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: January 1, 2022

# THE HABITS OF PEOPLE LEAST LIKELY TO DEVELOP ALZHEIMER'S DISEASE

✓one:

- Interactive Webcast with CE Credit: Friday, January 11, 2019
- On-Demand Webcast with CE Credit: January 16, 2019 – February 16, 2019
- Purchase of Recordings with Home Study CE Credit: through January 1, 2022
  - 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

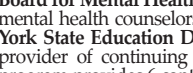
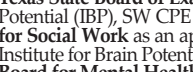
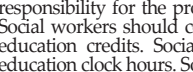
1. Internet: [www.ibpceu.com](http://www.ibpceu.com)
2. Mail: PO Box 2238, Los Banos, CA 93635 (make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

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

Type of Credit Card:  Visa  MasterCard  AmEx  Discover

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

Signature \_\_\_\_\_



**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 **Ohio CSWMFT Board**, Provider #RCST030801, 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 (IBP), SW CPE 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 #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 (Performance Skills) and Occupational Therapy Process (Evaluation). 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 0492-0000-16-031-L04-P and 0492-0000-16-031-L04-T. The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-19-001-H04-P and 0492-0000-19-001-H04-T. Initial Release Date: 01/01/2019. Planned Expiration Date: 01/01/2022. 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: 01/01/2019. Planned Expiration Date: 01/01/2022. 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:** This program is approved by 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. 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 is pending approval by the **California Acupuncture Board**, Provider Number 565, for 6 hours of Category I distance education credit.

**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: I. Suggested Learning Codes: 5100, 5300, 5370, and 6010. 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.



# THE HABITS OF PEOPLE LEAST LIKELY TO DEVELOP ALZHEIMER'S DISEASE

## A 6-Hour Program for Health Professionals

**Interactive Webcast Schedule:** The date of the interactive webcast is Friday, January 11, 2019, 9 AM, Pacific Standard 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 Wednesday, January 16, 2019 until Saturday, February 16, 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: January 1, 2022. 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:** We are the leading provider of accredited programs on the brain and behavioral sciences. Since 1984, our non-profit organization (tax ID 77-0026830) has presented cost-effective, informative and practical seminars by outstanding speakers.



# THE HABITS OF PEOPLE LEAST LIKELY TO DEVELOP ALZHEIMER'S DISEASE

## 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 January 11, the date of the broadcast?**

Yes! First, register for the program. You will receive a link to view the program starting January 16 until February 16. 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.

*Lifestyle has an important role in who remains cognitively intact, who develops mild cognitive impairment and who develops Alzheimer's disease (AD).*

*This program is designed to help you understand Alzheimer's disease, key risk factors, and brain-protective habits.*

*Participants completing this program should be able to:*

- 1. Describe how Alzheimer's disease can be diagnosed.*
- 2. List several modifiable factors that increase the risk of developing Alzheimer's disease.*
- 3. Discuss limitations of current pharmaceutical treatments.*
- 4. Identify key habits of people who are unlikely to develop Alzheimer's disease.*

## Understanding Alzheimer's Disease

- **Understanding Dementia:** memory disorders alone do not signal the presence of dementia; there must also be impairment in reasoning, abstraction, spatial navigation, language, or impulse control.
- **Extended Opportunity for Prevention:** most cases of AD take decades to develop as evidenced by the Nun study and diagnosed typically occurs after age 65.
- **When to Worry:** mild cognitive impairment that may cause us to worry is not as significant as when our friends and relatives begin to worry about us.
- **Neurons At Risk:** memory impairment and loss of cholinergic hippocampal neurons; amyloid plaques, APOE, and inflammation; neuronal loss in association cortex, neurovascular damage, and cognitive impairment.
- **Early Detection:** the five-minute neuropsychological test that is 93% accurate in predicting who will develop Alzheimer's disease from mild cognitive impairment; benefits of MRI, PET, CSF and blood tests.

## Health Risks

- **Chronic Inflammation:** neuroinflammation due to infection, head injury, stroke, impaired amyloid clearance, and GI, arterial and oral inflammation.
- **Metabolic Syndrome:** elevated blood sugar and type-2 diabetes, hypertension, and midline weight gain.
- **Insufficient Sleep:** sleep is now recognized as necessary to remove brain toxins including amyloid clearance and the APOE cholesterol transport system.
- **Statins:** statins that cross the blood-brain barrier may increase cognitive decline; AD is associated with low levels of cholesterol.
- **Major Depression:** the syndrome of impaired sleep, metabolic syndrome, and lowered mood is also associated with a higher risk.
- **Cerebrovascular Disease:** hypertension, subclinical strokes, and elevated brain glucose can produce vascular dementia, a condition that frequently coexists with AD.

## Treatments

- **The Problem with Current Drugs:** the four drugs that increase the availability of acetylcholine have minimal effect on cognition; by the time symptoms appear, the brain has been significantly compromised.
- **The Problem with Anti-inflammatory Drugs:** chronic use of non-steroidal anti-inflammatory drugs and chronic use of steroids—the problem of making cause-effect inferences.
- **Drugs Under Investigation: Hope Versus Hype:** there will soon be drugs that target prions, tau and amyloid early enough to make informed decisions; how to judge clinical trials.

## The Habits of People Least Likely to Develop Alzheimer's Disease

- **The Right Dose of Physical Activity:** the role of variety, intensity, frequency and duration to be neuroprotective.
- **The Right Dose of Sleep:** why too little sleep increases brain amyloid and too much can promote metabolic syndrome.
- **The Right Ways to Protect the Brain from Metabolic Syndrome:** what medical biomarkers you should regularly monitor.
- **The Right Nutrients:** curcumin, the orange spice containing turmeric, interferes with the progression of AD; red wine, grapes and the neuroprotective properties of resveratrol; caffeine and cerebral metabolism.
- **The Right Forms of Social Engagement:** daily, positive, social interactions are identified with risk reduction.
- **The Right Kind of Care for Caregivers:** ways to protect against sleep loss, depression, and burnout, which can arise from taking care of a family member or patients with AD.
- **The Right Amount of Stress:** doing cognitively challenging activities outside of our comfort zone is good for the brain.
- **The Right Way to Develop Cognitive Reserve:** lifelong learning habits can protect the aging brain; cognitive scaffolding—activating unused areas of the prefrontal cortex to compensate.

## ABOUT THE INSTRUCTOR



*Stuart Zola, Ph.D., is a leading neuroscientist and an expert in the study of Alzheimer's disease. He has been Co-director of the Emory Alzheimer's Disease Research Center, Professor of Psychiatry and Behavioral Sciences at Emory University School of Medicine and is a Senior Research Career Scientist at the Atlanta VA Medical Center, one of the highest honors the VA bestows.*

*Dr. Zola has extensively studied memory disorders specific to Alzheimer's disease. This research has led to the development of a brief neuropsychological test that can predict with high accuracy which patients with mild cognitive impairment will convert to Alzheimer's disease.*

*An outstanding and humorous speaker, Dr. Zola has taught for our non-profit organization since the 1990s and is a highly regarded instructor. The American Association for the Advancement of Science named Dr. Zola a fellow for his "distinguished contributions in neuroscience, including the delineation of the brain's memory system, and for communicating the importance and excitement of science to the lay public." Dr. Zola has also been named to the Order of Merlin, within the International Brotherhood of Magicians, and he will use demonstrations of magic to illustrate points about the brain.*