

**BREWER, ME**  
JEFF'S CATERING AND EVENT CENTER  
15 Event Center Way, 04412. (207) 989-1811

Monday, October 14

**PORTLAND, ME**  
MAINE IRISH HERITAGE CENTER  
34 Gray St, 04102. (207) 780-0118  
Parking: \$2.50 per hour

Tuesday, October 15

**BEDFORD, NH**  
BEDFORD EVENT CENTER  
379 S River Rd, 03110. (603) 997-7741

Wednesday, October 16

**WEST LEBANON, NH**  
FIRESIDE INN IN WEST LEBANON  
25 Airport Rd, 03784. (603) 298-5900

Thursday, October 17

**SOUTH BURLINGTON, VT**  
DELTA HOTELS BY MARRIOTT BURLINGTON  
1117 Williston Rd, 05403. (802) 658-0250

Friday, October 18



Celebrating 40 Years of  
Continuing Education



# CALMING AN OVERACTIVE BRAIN

**BREWER, ME:** Monday, October 14  
**PORTLAND, ME:** Tuesday, October 15  
**BEDFORD, NH:** Wednesday, October 16  
**WEST LEBANON, NH:** Thursday, October 17  
**SOUTH BURLINGTON, VT:** Friday, October 18

**Topics Include:**

- Chronic Stress
- Calming the Stress Response
- Realistic Worry and Generalized Anxiety

A New 6-Hour Program, Fall, 2024: \$89

## CALMING AN OVERACTIVE BRAIN

LIVE SEMINAR (✓ONE)

- Brewer, Oct 14       Portland, Oct 15       Bedford, Oct 16  
 West Lebanon, Oct 17       South Burlington, Oct 18

UNABLE TO ATTEND?

PURCHASE RECORDINGS WITH HOME STUDY CE CREDIT (✓ONE)

- CDs       DVDs       Online

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

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

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

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

Email \_\_\_\_\_

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

### TUITION

- \$89 Individual Rate  
 \$84 Group Rate (3 or More Persons Registering Together)  
    \$99 On-Site Registration (if space is available)  
 \$84 Recordings with Home Study CE Credit  
 \$34 \$29 *Training Your Brain To Adopt Healthful Habits* (2024) (374 pages)  
    – a text that helps reduce stress related mental habits. Preorder the  
    book to receive it onsite at this discounted rate.

### 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

All major credit cards are accepted:

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

Signature \_\_\_\_\_



## CALMING AN OVERACTIVE BRAIN

A 6-Hour Program for Health Professionals

### LIVE SEMINARS

**Schedule:** Check-in: 8:15–9 AM, program starts: 9 AM, lunch (on own): 11:30 AM, Q & A and discussion with instructor: 12-12:30 PM, lecture resumes: 12:30 PM, adjournment: 4 PM. Some programs sell out. Please register early.

**Group Registration:** The discount is for three or more guests enrolling together prior to the seminar date. Please complete a separate registration form for each person.

**Transfers:** You or members of your group can attend on different dates if there is space.

**Parking:** Complimentary parking is available unless indicated in the brochure.

**Unable to Attend?** You have three options: 1) Transfer to an alternate location, space permitting, 2) Receive a full-value voucher for any live or recorded lecture for up to a year, or 3) Request a full refund minus a \$15 fee. Refund requests should be made in writing or by e-mail at [refund@ibpceu.com](mailto:refund@ibpceu.com).

**Rescheduling:** In the unlikely event a seminar cannot be held (e.g., inclement weather), it will be rescheduled. No IBP seminar has ever been canceled as the result of low attendance.

**Certificates and Confirmations:** Certificates of completion are provided at the time of adjournment; successful completion includes full attendance and submission of the evaluation form. No partial credit is given. Confirmation notices are emailed or mailed.

### RECORDED PROGRAMS

**CDs and DVDs:** Delivered to you within 5-7 workdays.

**Online:** Play or download on all devices. Need help? Call (866) 652-7414.

**CE Credit:** National/state boards approved CE is available for most health professions including nursing, psychology, social work, counseling, MFT, dental, and pharmacy. View CE approvals and additional information for this home study program at: [http://www.ibpceu.com/info/overactive\\_brain.pdf](http://www.ibpceu.com/info/overactive_brain.pdf)

### DEDICATED 24/7 CUSTOMER SERVICE

Call (888) 202-2938 or email [info@ibpceu.com](mailto:info@ibpceu.com) to inquire about course content or instructors, request disability accommodations, or submit a formal grievance. To register, call (866) 652-7414.

### THE IBP EXPERIENCE

Over 4 million health professionals have attended our programs, making us the leading CE provider in the brain and behavioral sciences. IBP participants have a natural interest in lifelong learning and receive in-depth information that they can understand and apply.

# CALMING AN OVERACTIVE BRAIN



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



**COUNSELORS & MARRIAGE AND FAMILY THERAPISTS:** 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 of CE credit.



**SOCIAL WORKERS:** Institute for Brain Potential, Provider Number: 1160, is approved as an ACE provider to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Regulatory boards are the final authority on courses accepted for continuing education credit. ACE provider approval period: 11/11/23 - 11/11/26. Social workers completing this course receive 6 clinical continuing education credits.



**CHEMICAL DEPENDENCY PROFESSIONALS:** This course has been approved by Institute for Brain Potential, as a NAADAC Approved Education Provider, for 6 CE's. NAADAC Provider #102949, Institute for Brain Potential is responsible for all aspects of its programming.



**PHARMACISTS AND PHARMACY TECHNICIANS:** Institute for Brain Potential is accredited by the **Accreditation Council for Pharmacy Education** as a provider of continuing pharmacy education. This Knowledge-based activity provides 6 contact hours (0.6 CEUs). UAN: 0492-0000-22-053-L04-P. UAN: 0492-0000-22-053-L04-T.

**DENTAL PROFESSIONALS:** This program provides 6 hours of continuing education credit.



**PACE**  
ACADEMY of  
GENERAL DENTISTRY  
PROGRAM APPROVAL  
FOR CONTINUING  
EDUCATION

Institute for Brain Potential  
Nationally Approved PACE Program Provider  
for FAGD/MAGD credit.  
Approval does not imply acceptance by any  
regulatory authority or AGD endorsement.  
12/01/18 to 11/30/24  
Provider ID# 312413.  
AGD Subject Code: 550.



APPROVED PROVIDER of  
CONTINUING EDUCATION  
by The American Occupational  
Therapy Association, Inc.

**OCCUPATIONAL THERAPISTS AND ASSISTANTS:** 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 0.6 AOTA CEUs or 6 contact hours. Content Level: Intermediate. Content Focus: Domain of OT (Performance Skills) and Occupational Therapy Process (Outcomes) and Professional Issues (Supervision).

**NURSING HOME ADMINISTRATORS:** Institute for Brain Potential is a *Certified Sponsor* of professional continuing education with the NAB and has approved this program for 6 clock hours under its sponsor agreement with NAB/NCERS. State licensure boards, however, have final authority on the acceptance of individual courses.

**PHYSICAL THERAPISTS AND ASSISTANTS:** This program is designed to be relevant to physical therapy. Institute for Brain Potential is approved as a provider of physical therapy continuing education by the **Physical Therapy Board of California (PTBC)**. This program has been approved by the Texas chapter of the **American Physical Therapy Association (APTA)** for 6 contact hours of CE credit. The VT **Office of Professional Regulation**, Physical Therapy Advisors accepts CE courses approved by APTA chapters or PT licensing boards of other states. This program provides 6 contact hours of CE.

**SPEECH-LANGUAGE PATHOLOGISTS:** This program is designed to be relevant to speech-language pathologists. Participants will receive a certificate for completing this 6-hour program.

**MASSAGE THERAPISTS:** Institute for Brain Potential is approved by NCBTMB as a CE Approved Provider, #450939-09. This program provides NCBTMB-approved 6 CE hours.

**PHYSICIAN ASSISTANTS:** This educational activity provides 6 hours of Category 2 CME credits.

**ALLIED HEALTH PROFESSIONS:** Naturopathic Physicians, Veterinarians, Prosthetists, Orthotists, and Chiropractors receive a Certificate of Completion for this 6-hour program. Please contact your regulatory board to determine course approval.

**EDUCATORS:** educators in ME can earn .75 CEUs and in NH can earn 7.5 CEUs for successfully completing this program.

*This program presents evidence-based and practical methods to reduce unwanted thoughts, facilitate wellbeing, and improve sleep in patients and health professionals working in medical, dental and psychological settings.*

*Participants completing this 6-hour seminar should be able to:*

- 1. Describe how increasing predictability and control can protect the brain against the toxic effects of chronic stress.*
- 2. Outline how phobic and trauma-based thoughts can be desensitized.*
- 3. Describe how maladaptive thoughts linked to anxiety, anger or sadness can be reframed through Cognitive Behavioral Therapy.*
- 4. Discuss how to effectively manage cravings.*
- 5. Describe how to practice Mindfulness and Positive Psychology to produce present-centered, non-judgmental states that increase positive emotions, facilitate sleep and calm the overactive brain.*

## Understanding the Overactive Brain

- Chronic Stress:** how cortisol, an adrenal hormone, endangers short-term memory, increases anxiety, perpetuates PTSD, sustains depression, produces eating disorders, and undermines sleep.
- Calming the Stress Response:** increasing predictability and control over stressful thoughts enables the prefrontal cortex to calm the limbic system and retrain the habit brain, the basal ganglia.
- Fear-Based Memories:** the amygdala, fear, and insomnia.
- Medical and Dental Phobias:** systematic desensitization and drugs that inhibit emotional memories, e.g., beta blockers.
- PTSD:** traumatic memories including medical treatment produces arousal, and flashbacks, impairs sleep and causes people to avoid PTSD-related situations
- Intrusive Memories and Flashbacks:** hippocampus and replay of traumatic memories; drugs that block unwanted memories.
- Realistic Worry and Generalized Anxiety Disorder:** activation of the dorsal prefrontal cortex; GABA receptors the limbic system and habit brain; anxiolytics versus SRIs and related drugs.
- Depression-Related Thoughts:** rumination and cognitions that one's problems are personal, pervasive and permanent; lowered mood, anhedonia, poor concentration, and impaired sleep.
- Depressed Brain:** low serotonin, norepinephrine and dopamine impair prefrontal planning, motivation, and emotion regulation.
- OCD Spectrum Disorders:** recurrent thoughts and behaviors of one's body or surroundings, the social brain and the habit brain.
- Perfectionism:** obsession "I must strive to meet unrealistically high standards and am self-critical when I fail to do so."
- Thoughts That Keep Us Awake:** memories and temporal and parietal cortices; present-centered thoughts and the limbic system; future-centered thoughts and the prefrontal cortex.
- The Dark Side of Food Addictions:** carbohydrate-rich foods and serotonin; fatty foods and dopamine; sweets and opioid peptides.
- Cravings:** addictions for comfort foods, caffeine, alcohol, and prescription and illicit drugs alter the circuits of the habit brain; in anticipation, bingeing, and withdrawal and negative emotions.

## Brain-Based Therapies for Calming an Overactive Brain

- Fear Conditioning and Extinction:** applying exposure-based therapies, e.g., systematic desensitization, flooding, virtual reality and EMDR; psychological therapies versus antidepressants.
- Taming the Beast Within:** slow thinking engages the wisdom and thoughtful delay of the prefrontal cortex to deal with anger and disorders of impulse control.
- Treating Thought Distortions with Cognitive Behavioral Therapy:** how anxiety, anger or sadness are resolved by re-interpreting old problems (reframing), arguing against strongly held beliefs (disputation) and testing assumptions.
- Mental Approaches to Improving Sleep:** mental exercises that quiet prefrontal areas associated with recurrent emotions, unresolved social issues, planning and pain.
- Reducing Cravings:** willpower is usually not enough but new habits can reduce immediate gratification and cravings, retrain addiction circuits and help make healthy behavior automatic.
- Complementary Medicines and Pharmacotherapy:** why many health professionals use complementary medicines to treat anxiety, stress or depression with valerian, kava, SAMe and St. John's Wort; comparison with anxiolytics and antidepressants.
- The Joyful Brain:** the neurobiology of happiness: understanding positive emotions that facilitate stress resilience, healthy forms of mood regulation, calm states of awareness, optimism and humor.
- Acceptance and Commitment:** learning to accept in others flaws that are unlikely to change and moving on; overcoming the pathology of perfection by accepting our own limitations.
- Mindfulness:** the calming effects of attending to the present and witnessing thoughts without judging them; using mindfulness to reduce pain, distress and stress.

## ABOUT THE INSTRUCTOR

*Bill Sieber, Ph.D., Clinical Professor in Psychiatry and Family Medicine at the University of California, San Diego, coordinates their Collaborative Care Program. With over 25 years of clinical, research, and teaching experience, Dr. Sieber is an expert in the behavioral management of disorders of anxiety and mood. He blends evidence-based research with practical strategies to directly enhance the wellbeing of health-professionals and to help calm their clients.*

*An outstanding and dedicated instructor, Dr. Sieber is recognized for excellent teaching at UCSD School of Medicine and for developing national training programs. Health professionals commend his clinical wisdom, wit, and warmth. In addition to Q &A in class, Dr. Sieber will answer your questions during the second half of the lunch break and by email after adjournment.*