

**BELLEVUE, WA**  
RED LION HOTEL BELLEVUE  
11211 Main St, 98004  
(425) 455-5240

Monday, October 23

**YAKIMA, WA**  
RED LION HOTEL YAKIMA  
607 E Yakima Ave, 98901  
(509) 248-5900

Tuesday, October 24

**KENNEWICK, WA**  
RED LION HOTEL KENNEWICK - COLUMBIA CENTER  
1101 N Columbia Center Blvd, 99336  
(509) 783-0611

Wednesday, October 25

**WENATCHEE, WA**  
RED LION HOTEL WENATCHEE  
1225 N Wenatchee Ave, 98801  
(509) 663-0711

Thursday, October 26

**SPOKANE, WA**  
THE SPOKANE CONVENTION CENTER  
334 W Spokane Falls Blvd, 99201  
(509) 279-7000  
Parking: \$8-\$10

Friday, October 27

Please do not contact venues except for driving instructions.  
Complimentary parking is available unless otherwise noted.



PLEASE POST

# CALMING AN OVERACTIVE BRAIN

✓ one:

Bellevue, Oct 23       Yakima, Oct 24       Kennewick, Oct 25

Wenatchee, Oct 26       Spokane, Oct 27

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

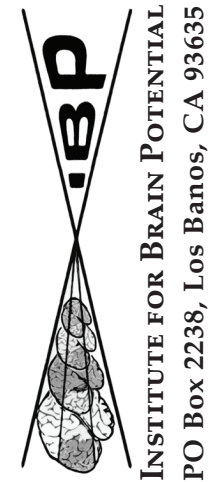
1. Internet: [www.ibpceu.com](http://www.ibpceu.com)
2. Mail: PO Box 2238, Los Banos, CA 93635  
(make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

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

All major credit cards accepted: \_\_\_\_\_ Type of card \_\_\_\_\_

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

Signature \_\_\_\_\_



# CALMING AN OVERACTIVE BRAIN

BELLEVUE: Monday, October 23

YAKIMA: Tuesday, October 24

KENNEWICK: Wednesday, October 25

WENATCHEE: Thursday, October 26

SPOKANE: Friday, October 27

A New 6-Hour Seminar for Health Professionals, Fall, 2017 \$79

# CALMING AN OVERACTIVE BRAIN

## A 6-Hour Seminar for Health Professionals

*This program provides 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.



**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. Please register early and arrive before the start time. Space is limited.

**Group Registrations:** Rates apply for 3 or more pre-registered guests enrolling together. Please complete a separate registration form for each person. Members of a group can attend 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. Registrants are responsible for parking fees, if any. Successful completion includes full attendance and submission of the evaluation form. No partial credit will be given. Certificates of completion are provided at the time of adjournment.

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

**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. Our non-profit organization (tax ID 77-0026830) has presented cost-effective, informative and practical seminars by outstanding speakers since 1984.

# CALMING AN OVERACTIVE BRAIN

**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**.

IBP is awarded "accreditation with distinction," the highest recognition awarded by the ANCC.

This program provides 6 contact hours for nurses.



**PSYCHOLOGISTS:** 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.



**COUNSELORS & MARRIAGE AND FAMILY THERAPISTS:** Institute for Brain Potential (IBP) 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 of CE credit.



**SOCIAL WORKERS:** 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: 11/11/2014 – 11/11/2017. Social workers should contact their regulatory board to determine course approval. Social workers will receive 6 clinical continuing education clock hours for participating in this intermediate-level course.

**SUBSTANCE ABUSE PROFESSIONALS:** IBP is approved by the NAADAC Approved Education Provider Program, Provider #102949. This program provides 6 continuing education hours (CEHs).



**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 (.6 CEUs). UANs: 0492-0000-16-037-L04-P and 0492-0000-16-037-L04-T



**PACE**  
Program Approval for  
Continuing Education

**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/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. Subject Code: 557. This program is 6 CE hours.



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

**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 Level: Intermediate. Content Focus: Domain of OT (Performance Skills), Occupational Therapy Process (Outcomes), and Professional Issues (Supervision).

**NURSING HOME ADMINISTRATORS:** IBP 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:** This program is designed to be relevant to physical therapists. Participants will receive a certificate of completion for participating in this 6-hour program.

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

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

**CASE MANAGERS:** This program has been submitted to the **Commission for Case Manager Certification** for approval to provide board certified case managers with 6 CE contact hours.

**DIETITIANS:** IBP is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR). Registered dietitians (RDs) and dietetic technicians, registered (DTRs) will receive 6 CPEUs for completion of this program. Continuing Professional Education Provider Accreditation does not constitute endorsement by CDR of a provider, program, or materials. Provider Number: BP001. CPE Level: I. Suggested Learning Codes: 1120, 4090, 5320, and 7020.

**EDUCATORS:** This program is designed to meet the needs of educators. Participants will receive a certificate of completion for 6 hours.

## Understanding the Overactive Brain

- **Chronic Stress:** how excessive cortisol, an adrenal hormone, endangers short-term memory, increases anxiety, perpetuates post-traumatic memories, sustains depression, produces eating disorders, and undermines sleep.
- **Calming the Stress-Response:** enhancing increasing predictability and control over stress-related thoughts—how the prefrontal cortex can refrain an overactive limbic system and retrain the basal ganglia, the habit brain.
- **Fear-Based Memories:** the amygdala, a “promiscuous modulator” of memory formation in fear conditioning; why we are excessively alert and awake.
- **Medical and Dental Phobias:** best practices in dealing with patients that have medical and dental phobias; the role of systematic desensitization and the benefits of drugs that inhibit emotional memories, e.g., beta blockers.
- **PTSD:** what goes on in the brains of people with traumatic memories and flashbacks including posttraumatic stress related to a medical condition (e.g., stroke); how PTSD increases arousal, impairs sleep, and produces avoidance of situations that trigger traumatic memories.
- **Intrusive Memories and Flashbacks:** the role of the hippocampus in organizing and replaying traumatic memories; advances in pharmacologic treatment including drugs designed to block or extinguish unwanted memories.
- **Realistic Worry and Generalized Anxiety Disorder:** adaptive and maladaptive activation of the dorsolateral prefrontal cortex, the role of GABA receptors, and their connection with the habit brain, the striatum; how benzodiazepines compare with SSRIs, SNRIs and related drugs.
- **Depression-Related Thoughts:** the role of rumination and cognitions that one’s problems are personal, pervasive and permanent; understanding key symptoms: lowered mood, anhedonia, poor concentration, and early morning awakenings with inability to return to sleep.
- **Obsessive Spectrum Disorders:** brain systems that underlie recurrent thoughts and behaviors regarding one’s body or surroundings, the role of the social brain and the habit brain.
- **Pathology of Perfectionism:** understanding the common obsession among health professionals, “I must strive to meet unrealistically high standards and am self-critical when I fail to do so.”
- **The Depressed Brain:** lower levels of serotonin, norepinephrine and dopamine and impairment of executive, motivational and social/emotional control centers of the prefrontal cortex.
- **Thoughts That Keep Us Awake:** reminders of the past and the temporal and parietal cortices; present-centered thoughts and the limbic system; future-centered thoughts and the prefrontal cortex; why anxiety makes it difficult to fall asleep and depression makes it difficult to stay asleep.
- **The Dark Side of Food Addictions:** carbohydrate-rich foods and serotonin; fatty foods and dopamine; sweet foods and brain opiates.
- **Cravings:** how everyday addictions for comfort foods, caffeine, alcohol, and for prescription- and illicit drugs alter the circuits of the habit brain; their role in preoccupation/anticipation, bingeing, and withdrawal/negative emotions.

## Brain-Based Therapies for Calming an Overactive Brain

- **Fear Conditioning and Extinction:** applying exposure-based therapies including systematic desensitization, flooding, virtual reality and EMDR; psychological therapies versus antidepressants.
- **Taming the Best Within:** how slow thinking engages the wisdom and thoughtful delay provided by the prefrontal cortex to deal with anger and disorders of impulse control.
- **Treating Thought Distortions with Cognitive Behavioral Therapy:** how anxiety, anger or sadness can be resolved by interpreting old problems in new ways (reframing), arguing against strongly held beliefs (disputation) and testing our assumptions.
- **Mental Approaches to Improving Sleep:** mental exercises that can quiet areas of prefrontal cortex associated with thoughts concerning recurrent emotions, unresolved social issues, planning and pain.
- **Reducing Cravings:** why willpower alone is usually not enough; how to master key brain challenges: taming the need for immediate gratification; retraining addiction circuits to make healthy behaviors habitual; exerting prefrontal control to prevent craving-related thoughts.
- **Complementary Medicines and Pharmacotherapy:** why approximately 75% of health professionals use complementary medicines to treat anxiety, stress or depression through herbal remedies (e.g., valerian, kava, SAME and St. John’s Wort); how they compare with anti-anxiety drugs and antidepressants for anxiety and major or minor depressions.
- **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:** learning to accept in others what is unlikely to change and moving on; learning to accept one’s limitations and overcoming the pathology of perfectionism.
- **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 sessions in class, Dr. Sieber will answer your questions during the second half of the lunch break and by email after the program concludes.*