

**BANGOR, ME**  
CROSS INSURANCE CENTER  
515 Main St, 04401  
(207) 561-8300

Monday, September 25

**PORTLAND, ME**  
CLARION HOTEL  
1230 Congress St, 04102  
(207) 774-5611

Tuesday, September 26

**MANCHESTER, NH**  
THE EXECUTIVE COURT BANQUET FACILITY  
1199 S Mammoth Rd, 03109  
(603) 626-4788

Wednesday, September 27

Please do not contact venues except for driving instructions.  
Complimentary parking is available at all sites.

## HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

✓ one:

Bangor, Sep 25     Portland, Sep 26     Manchester, Sep 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

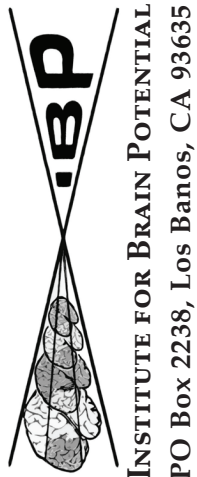
All major credit cards accepted: \_\_\_\_\_ Type of card \_\_\_\_\_

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

Signature \_\_\_\_\_



PLEASE POST



## HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

BANGOR, ME: Monday, September 25

PORTLAND, ME: Tuesday, September 26

MANCHESTER, NH: Wednesday, September 27

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

## HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

### A 6-Hour Seminar for Health Professionals

*If clients were to follow the advice of their health professionals including eating, physical activity, drinking, smoking, prescription and addictive drugs, a majority of heart attacks, strokes, cancers and other chronic conditions could be prevented or delayed.*

*This new program presents eight key methods developed by social psychologists to help people change their minds to adopt health related behaviors. However, in order to achieve sustainable change, it is also necessary to develop durable health-promoting habits.*

*This new program presents practical tools to help clients change their minds and to develop health promoting habits.*

*For a selected medical, dental, or psychological behavior, participants successfully completing this program should be able to list:*

1. Key social psychological tools for promoting change.
2. Key habit-based behavioral tools for developing sustainable habits.



**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.

# HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

**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 (IBP) 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:** IBP 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: 0492-0000-17-006-L04-P and 0492-0000-17-006-L04-T



**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.



**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 (Client Factors and Performance Patterns).

**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 meet the needs of physical therapists. Participants will receive a certificate of completion for completing this 6-hour program.

**SPEECH-LANGUAGE PATHOLOGISTS:** This program is designed to meet the needs of SLPs. Participants will receive a certificate of completion for completing 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 of Advanced Science credit. Visit <http://goo.gl/85iSwY> to learn about Advanced Science credit.

**CASE MANAGERS:** This program has been pre-approved by the **Commission for Case Manager Certification** to provide 6 CE contact hours to CCM® board certified case managers.

**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 continuing professional education units (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: II. Suggested Learning Codes: 6010 and 6020.

**EDUCATORS:** This program provides .75 CEUs of professional development in ME and 7.5 CEUs of professional development in NH toward license renewal through a cosponsorship agreement between IBP and Alliant International University, a regionally accredited institution by the Accrediting Commission for Senior Colleges and Universities. Contact your school district if you need prior approval.

## Applying Social Psychological Methods to Change Minds and the Brain

- **Miller and Rollnick's Motivational Interviewing**
  - **Key Principle:** people are more likely to change when they describe their own reasons for changing, and surprisingly, reasons for not changing.
  - **Motivational Brain:** reward-based motivation centers of the habit brain.
- **Prochaska's Readiness to Change**
  - **Five Stages of Readiness to Change:** determining how ready your client is to change.
  - **Attitudes and the Brain:** how readiness to change alters the brain.
- **Bandura's Self-Efficacy**
  - **I Can Do This!** Ways to develop self-efficacy.
  - **Self-Efficacious Brain:** why self-efficacy engages key centers of the prefrontal cortex involved in "could," "should," "must," and "will."
- **Adjen's Translating Intentions into Action**
  - **The Power of Planning:** creating an action plan helps initiate meaningful change.
  - **The Goal-Directed Brain:** how goals can promote positive, non-conscious habits.
- **Rothman and Salovey's Message Framing**
  - **Persuasive Words:** initiating change and hope-based messages; maintaining change and fear-based messages.
  - **Fearful Brain/Hopeful Brain:** the competition between automatic fear-based subcortical reactions versus deliberate hope-based neocortical reflection.
- **Cialdini's Social Influence to Create Meaningful Change**
  - **Sources of Social Influence:** key principles you can apply.
  - **Engaging the Social Brain:** how the social brain located in the lower-middle part of the frontal lobes influences us and is influenced by us.
- **Deci and Ryan's Intrinsic Motivation**
  - **The Best Version of Ourselves:** how intrinsically motivating activities alters how we think and feel.
  - **Intrinsic Versus Extrinsic Motivation:** how the brain's reward system is affected.
- **Marlatt's Relapse Prevention**
  - **Resisting Temptations:** situational stress, mood swings, maladaptive cognitions, and social influence.
  - **Understanding the Addicted Brain:** binge/intoxication, withdrawal and negative affect, preoccupation/anticipation; how relapse prevention alters the brain.

## Kelley and Heatherton's Self-Regulation and the Habit Brain

- **Why Self-Regulation Can be Hard to Achieve:** tempting thoughts, impulses, emotions and desires, especially during stress, weakens prefrontal control over the habit brain.
- **Understanding Cravings:** immediate gratification, dopamine, and the present-centered habit brain.
- **Changing How We Feel By Changing How We Think:** applying emotional reappraisal to improve impulse control.
- **Changing How We Imagine the Future:** people with impaired impulse control or depression discount the future; brain systems involved in the optimistic mindset.
- **Maintaining Goal-Directed Behavior:** brain-based principles to enhance the power of the orbital and anterior cingulate cortex to stay motivated.

## Tools For Retraining the Habit Brain

- **Reprogramming the Habit Brain:** revising habits through the planning, motivating, and social reasoning centers of the prefrontal cortex.
- **Tools for Behavioral Change:** we change behavior by what we reward, even habits that we are not aware of.
- **Reward Substitution:** the habit of substituting maladaptive cravings with healthy pleasures such as physical activity or conscientious eating.
- **The Stress Resilient Mindset:** maintaining meaningful change by remembering how we overcame adversity in the past to confront stress in the future.

### ABOUT THE INSTRUCTOR

*Bill M. Kelley, Ph.D., Professor of Psychological and Brain Sciences and Director of the Dartmouth Brain Imaging Center at Dartmouth College, is an expert in the study how people learn to control their thoughts, behaviors, emotions, and desires.*

*Dr. Kelley has received important awards from the National Institute of Mental Health, the National Institute of Drug Abuse and the National Science Foundation. Dr. Kelley is an expert in the study of self-regulation and has published leading research concerning eating and ways to manage cravings.*

*An outstanding speaker, Dr. Kelley presents key discoveries with clarity, insight, and warmth. In addition to Q & A sessions in class, Dr. Kelley will answer your questions during the second half of the lunch break and by email after the program concludes.*