

**CHARLOTTE, NC**  
THE PARK EXPO & CONFERENCE CENTER  
800 Briar Creek Rd, 28205. (704) 333-7709  
Parking: \$8

Friday, September 15

**ASHEVILLE, NC**  
DOUBLETREE ASHEVILLE-BILTMORE  
115 Hendersonville Rd, 28803. (828) 274-1800

Friday, September 22

**HICKORY, NC**  
MORETZ MILLS  
74 8th St SE, 28602. (828) 322-7310

Friday, September 29

**WILMINGTON, NC**  
HILTON WILMINGTON RIVERSIDE  
301 North Water St, 28401. (910) 763-5900  
Parking: \$8 at Water Street Deck (200 North Water Street)

Friday, October 13

**GREENVILLE, SC**  
GREENVILLE MARRIOTT  
1 Parkway E, 29615. (864) 297-0300

Friday, October 20

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

## HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

✓ one:

- Charlotte, Sep 15       Asheville, Sep 22       Hickory, Sep 29  
 Wilmington, Oct 13       Greenville, Oct 20

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

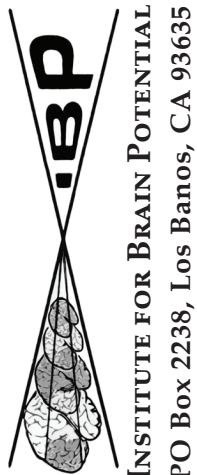
All major credit cards accepted: \_\_\_\_\_ Type of card \_\_\_\_\_

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

Signature \_\_\_\_\_



PLEASE POST



## HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

CHARLOTTE, NC: Friday, September 15

ASHEVILLE, NC: Friday, September 22

HICKORY, NC: Friday, September 29

WILMINGTON, NC: Friday, October 13

GREENVILLE, SC: Friday, October 20

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

*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 program presents practical tools to help clients change their minds and to develop attainable and sustainable 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:** 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 is 6 CE credits. This program counts as Category A for psychologists in SC.



**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 pending approval by the **Texas Chapter of the American Physical Therapy Association**. The **NC Board of Physical Therapy Examiners (NCBPTE)** and the **SC Board of Physical Therapy Examiners** accept courses approved by the APTA chapters of other states. This program provides 6 contact hours.

**SPEECH-LANGUAGE PATHOLOGISTS:** This program is designed to relevant to speech-language pathologists. Participants will receive a certificate of completion of 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 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 NC and 7.5 Renewal Units of professional development in SC 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:** when we change our minds we change our 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: The Belief One Can Change**
  - **I Can Do This!** Ways to develop self-efficacy
  - **How Self-Efficacy Changes the Brain:** the prefrontal cortex imagines a future in which one can accomplish goals.
- **Adjen's Translating Good Intentions Into Action**
  - **The Power of Planning:** initiating meaningful change by precise planning.
  - **The Goal-Directed Brain:** how goals can promote positive, non-conscious habits.
- **Rothman and Salovey's Health Messages that Compel Action**
  - **Persuasive Messages:** initiating change with hope-based messages; maintaining change with fear-based messages.
  - **Two Competing Brain Systems:** hope and fear—how they motivate or inhibit health behaviors.
- **Cialdini's Social Influence to Create Meaningful Change**
  - **Sources of Social Influence:** seven useful forms of social persuasion to change minds.
  - **Social and Emotional Reasoning:** a unique brain system in the frontal lobes.
- **Deci and Ryan's Intrinsic Motivation**
  - **Motivating to Become Our Best Self:** doing what we love without expectation of extrinsic rewards (e.g., income) to protect against burnout.
  - **Extrinsic Motivation:** what happens to your brain when you are not paid well to do something you value?
- **Marlatt's Relapse Prevention**
  - **Resisting Temptations:** situational stress, mood swings, maladaptive cognitions, and social influence.
  - **Retraining the Addicted Brain:** binge/intoxication (dopaminergic habit brain), withdrawal (amygdala), and craving (prefrontal cortex and insula)—how relapse prevention alters the brain.

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

- **Why Self-Regulation is so Hard to Achieve:** under stress, tempting thoughts, impulses, emotions, and desires weaken the prefrontal influence over the subcortical habit brain.
- **Understanding Cravings:** immediate gratification, dopamine, and the present-centered habit brain.
- **Changing How We Feel By Changing How We Think:** applying emotional appraisal to improve impulse control.
- **Improving How We Imagine the Future:** enhancing stress mood regulation and taming present-centered impulsivity.
- **Maintaining Goal-Directed Behavior:** long-term motivation, long-term focus, and the orbitofrontal cortex.

## Tools For Retraining the Habit Brain

- **Reprogramming the Habit Brain:** how the habit brain can be retrained by frontal lobe centers involved in planning, motivation and social-emotional reasoning.
- **Improving Impulse Control:** delaying automatic reactions to stress-evoking events by calming the overactive habit brain.
- **Tools for Behavioral Change:** how we change behavior by what we reward, including habits we are not aware of.
- **Practicing Reward Substitution for Want-Based Habits:** substituting cravings for food or drink with physical activity—this leads to reward substitution by producing enjoyable dopamine-related activities.
- **Developing Resilience:** a set of habits that can restore balance by reframing how we experience the past and imagine the future.

### ABOUT THE INSTRUCTOR

*Christian Waugh, Ph.D. is an Associate Professor at Wake Forest University. Dr. Waugh is an expert in the psychology and neuroscience of how people make decisions based on social and emotional information. He has received multiple awards including a grant from the National Institutes of Health to study the beneficial effects of positive emotion on stress regulation. Dr. Waugh's research has been featured in scientific journals, in US News and World and on television.*

*Dr. Waugh has also been recognized for excellence in instruction and has been twice honored for his excellence in teaching. Students, health professionals and colleagues attending his programs describe him as very engaging with a great sense of humor.*

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