How People Change their Minds to Adopt Healthful Habits

Live Seminar (✓ one)

- Knoxville, Feb 23
- Nashville, Mar 16
- Roanoke, Mar 23
- Chattanooga, Apr 13
- Johnson City, Apr 20

Purchase Recordings with Home Study CE Credit (✓ one)

- CDs
- DVDs
- Online

UNABLE TO ATTEND?

Name (please print) ____________________________

Home Address __________________________________________________________

City/State ____________________________ Zip ________________

Work Phone (___) ____________________________ Home Phone (___) ____________________________

Email __________________________________________________________

Profession(s) ____________________________

Tuition

- $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
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 ____________________________

How People Change their Minds to Adopt Healthful Habits

A 6-Hour Program for Health Professionals

Live Seminars


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 program for up to a year, or 3) Request a tuition refund minus a $15 fee. Refund requests should be made in writing or by e-mail at refund@ibpceu.com.

Rescheduling: In the rare event (less than 1%) 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/change_minds_healthful_habits.pdf

Dedicated Customer Service

Call (888) 202-2938 to inquire about course content or instructors, request disability accommodations, or submit a formal grievance. To register, call (866) 652-7414.

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The IBP Experience

Our non-profit organization (tax ID 77-0026830) has presented informative and practical seminars by great speakers since 1984. IBP is the leading provider of accredited programs on the brain and behavioral sciences.
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.

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.
- Bandura’s Self-Efficacy: The Belief One Can Change
  - I Can Do This! How Self-Efficacy Changes the Brain: the prefrontal cortex imagines a future in which one can accomplish goals.
- Aden’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.
- Marlatt’s Relapse Prevention
  - Extrinsic Motivation: not paid well to do something you value?
- Social and Emotional Reasoning: a unique brain system in the prefrontal cortex.
- Amotivation: why goals are not paid well to do something you value?
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- 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.
- Marlatt’s Relapse Prevention
  - Extrinsic Motivation: not paid well to do something you value?
- Social and Emotional Reasoning: a unique brain system in the prefrontal cortex.

Certification:
- Institute for Brain Potential is a Continuing Professional Education (CPE) Accredited Provider with the American Occupational Therapy Association (AOTA) approved provider number 21900. This program provides 6 CE hours.
- This program provides 6 CE credits.
- The Power of Planning: initiating meaningful change by precise planning.
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Self-Regulation and the Habit Brain

- Why Self-Regulation is 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 and physical health.

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 willpower.
- Improving Impulse Control: delaying automatic reactions to stress-evoking events by calming the overactive habit brain.
- 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 Associate Professor of Psychology 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 NIH to study positive emotions and stress regulation. His research is featured in scientific journals, in US News and World Report and on television.

Dr. Waugh has been recognized for excellence in instruction and has been twice honored for excellence in teaching at Wake Forest University. Students and health professionals attending his program describe him as engaging with a great sense of humor. In addition to Q & A in class, Dr. Waugh will answer your questions during the second half of the lunch break and by email after the program adjourns.