

Thursday, October 11, 2018

Tulsa, OK

DOUBLETREE BY HILTON HOTEL TULSA DOWNTOWN  
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## HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

LIVE SEMINAR (✓ONE)

October 11, 2018 in Tulsa, OK

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

- \$79 Individual Rate
- \$74 Group Rate (3 or More Persons Registering Together)
- \$89 On-Site Registration (if space is available)
- \$29 \$20 *Training Your Brain To Adopt Healthful Habits* (2016) (280 pages) — a text that provides key information regarding how people change their minds and 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)

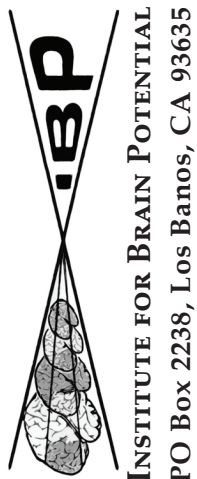
Purchase orders are accepted. IBP tax identification number: 77-0026830

All major credit cards are accepted:

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

Signature \_\_\_\_\_

PLEASE POST



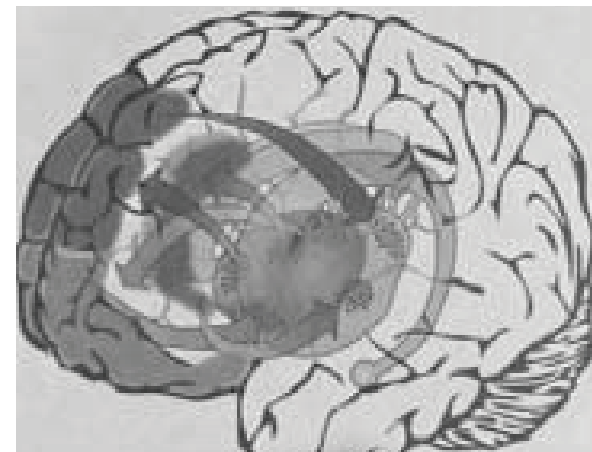
## HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

TULSA: Thursday, October 11

**Topics Include:**

- Eight Methods to Change Minds
- Tools for Developing Positive Habits

A New 6-Hour Program, Fall, 2018: \$79



## HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

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 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](mailto: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/adopt\\_healthful\\_habits.pdf](http://www.ibpceu.com/info/adopt_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.

### 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 concerning the brain and behavioral sciences.

# 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**. 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. 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. Approval is pending by **OK State Board of Behavioral Health Licensure** for 6 CE hours.



**SOCIAL WORKERS:** Institute for Brain Potential, provider #1160, is approved as a provider for social work continuing education by the Association of Social Work Boards (ASWB) [www.aswb.org](http://www.aswb.org) through the Approved Continuing Education (ACE) Program. Institute for Brain Potential maintains responsibility for the program. ASWB Approval Period: November 11, 2017 – November 11, 2020. Social workers should contact their regulatory board to determine course approval for continuing education credits. Social workers participating in this course will receive 6 clinical continuing education clock hours. Social Work Practice Level: Intermediate.



**CHEMICAL DEPENDENCY PROFESSIONALS:** Institute for Brain Potential is approved by the NAADAC Approved Education Provider Program, Provider #102949. This program provides 6 continuing education hours (CEHs). Approval is pending by **OK Board of Licensed Alcohol and Drug Counselors** for 6 training hours (6.0 CEUs).



**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: 0492-0000-17-006-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:** 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 (Client Factors and Performance Patterns).

**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:** This program is pending approval by the **Oklahoma Board of Medical Licensure and Supervision** for 6 contact hours of continuing education credit.

**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.

**MESSAGE 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 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: II. Suggested Learning Codes: 6010 and 6020.

**EDUCATORS:** This program provides 7.5 PD Points of professional development toward license renewal in OK 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.

*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.*

*Participants completing this program should be able to describe:*

1. *Motivational Interviewing, Readiness to Change, and Self-Efficacy methods to change minds and the brain.*
2. *Methods to translate intentions into action, compel action using health messages, and create meaningful change using social influence.*
3. *Intrinsic Motivation and Relapse Prevention models for promoting behavioral change.*
4. *Self-regulation to acquire positive habits and the habit brain.*
5. *Brain-based tools for retraining the habit brain.*

## 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:** 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.

## 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 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 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.*