

INTERACTIVE WEBCAST TUESDAY, NOVEMBER 9, 2021

INTERACTIVE WEBCAST

Tuesday, November 9, 2021, 9 AM – 4 PM (PST)

View the live presentation of this program on your phone, tablet, or computer to earn live CE credit.

ON-DEMAND WEBCAST

Sunday, November 14 – Tuesday, December 14, 2021

Download or view the recorded presentation in four convenient segments on a phone, tablet, or computer from Sunday, November 14, 2021 through Tuesday, December 14, 2021 to earn home study credit. Release Date: 01/01/20. Planned Expiration Date: 01/01/23.

HOME STUDY RECORDINGS

Valid for CE until January 1, 2023

Listen to the recorded lecture on audio CDs or view it on audio-visual DVDs at your convenience to earn home study credit. Release Date: 01/01/20. Planned Expiration Date: 01/01/23.

UNDERSTANDING EXECUTIVE FUNCTIONS: FOCUS, EMOTIONAL CONTROL, MOTIVATION AND SOCIAL INTELLIGENCE

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Interactive Webcast with CE Credit: Tuesday, November 9, 2021

On-Demand Webcast with CE Credit: November 14, 2021 – December 14, 2021

Purchase of Recordings with Home Study CE Credit: through January 1, 2023

4 Audio CDs 4 Audio-Visual DVDs

Purchase of Recordings without CE Credit:

4 Audio CDs, \$50 4 Audio-Visual DVDs, \$75

Tuition is in US dollars.

Name (PLEASE PRINT) _____

Home Address _____

City/State _____, _____ Zip _____

Work Phone (_____) _____ Home Phone (_____) _____

Fax (_____) _____ (PLEASE PRINT EMAIL IF AVAILABLE)

Email _____

Profession(s) _____

TUITION

\$79 Pre-Registration Rate
 \$89 Registration on the Day of the Program

FOUR WAYS TO REGISTER

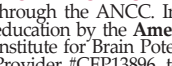
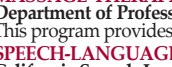
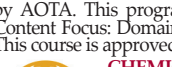
1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635 (make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

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

Type of Credit Card: Visa MasterCard AmEx Discover

Card # _____ Exp Date _____ / _____

Signature _____



NURSES: Institute for Brain Potential (IBP) is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation. Institute for Brain Potential is approved as a provider of continuing education by California Board of Registered Nursing, Provider #CEP13896, and Florida Board of Nursing. This program provides 6 contact hours.

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. Institute for Brain Potential is recognized by the New York State Education Department's State Board for Psychology as an approved provider of continuing education for licensed psychologists #PSY-0090. IBP is approved as a provider of continuing education by the Florida Board of Psychology. This course provides 6 contact hours of CE credit.

COUNSELORS, SOCIAL WORKERS & MFTs: 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. The interactive webcast provides 6 clock hours of live CE credit. Note: NBCC-approved home study CE credit is not available for the recordings of the webcast.

ACE Institute for Brain Potential, ACE Approval Number: 1160, is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved as ACE providers. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. Institute for Brain Potential maintains responsibility for this course. ACE provider approval period: 11/11/20 – 11/11/23. Social workers completing this course receive 6 clinical continuing education credits. Social Work Practice Level: Intermediate.

Institute for Brain Potential is approved as a provider of CE by Florida Board of Clinical Social Work, MFT and Mental Health Counseling, by Illinois Department of Professional Regulation MFT CE Sponsor Program, Sponsor #168.000183, and by Texas State Board of Examiners of Marriage & Family Therapists, Provider #830. Institute for Brain Potential (IBP) is recognized by the New York State Education Department's State Board for Social Work as an approved provider of continuing education for licensed social workers #SW-0341. Institute for Brain Potential (IBP) is recognized by the New York State Education Department's State Board for Mental Health Practitioners as an approved provider of continuing education for licensed mental health counselors. #MHC-0134. Institute for Brain Potential (IBP) is recognized by the New York State Education Department's State Board for Mental Health Practitioners as an approved provider of continuing education for licensed marriage and family therapists. #MFT-0068. The Ohio CSWMFT Board accepts continuing education programs approved by NBCC for counselors and ASWB for social workers. This program provides 6 contact 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 6 contact hours (.6 AOTA CEUs). Content Level: Intermediate. Content Focus: Domain of OT (Activity Demands) and Occupational Therapy Process (Intervention). This course is approved by the FL Board of Occupational Therapy for 6 hours of credit.

CHEMICAL DEPENDENCY PROFESSIONALS: This course has been approved by Institute for Brain Potential, as a NAADAC Approved Education Provider, for 6 CEs. NAADAC Provider #102949, Institute for Brain Potential is responsible for all aspects of its programming.

PHARMACISTS & PHARMACY TECHNICIANS: Institute for Brain Potential is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. The interactive webcast is a knowledge-based activity with UANs 0492-0000-20-072-L04-P and 0492-0000-20-072-L04-T. The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-20-011-H04-P and 0492-0000-20-011-H04-T. Initial Release Date: 01/01/2020. Planned Expiration Date: 01/01/2023. This program provides 6 hours (6 CEU). This program has been pre-approved by the Florida Board of Pharmacy for 6 hours of continuing education credit.

DENTAL PROFESSIONALS: This program provides 6 CE hours. Institute for Brain Potential, provider RP-4261, is authorized to confer continuing dental education for Dentists, Dental Hygienists and Dental Assistants by the Dental Board of California. Institute for Brain Potential is an approved provider with the Florida Board of Dentistry.

PACE Institute for Brain Potential
Nationally Approved PACE Program Provider for
FAGD/MAGD credit.
Approval does not imply acceptance by any
regulatory authority or AGD endorsement.
12/01/18 to 11/30/24
Provider ID# 312413
AGD Subject Code: 557
Release Date: 01/01/20. Expiration Date: 01/01/23

PHYSICAL THERAPISTS: Institute for Brain Potential is approved as a provider of the physical therapy continuing education by the Physical Therapy Board of California. Institute for Brain Potential is an Illinois Department of Professional Regulation Approved CE Sponsor for PTs and PTAs, #216.000210. Institute for Brain Potential is recognized by the New York State Education Department's State Board of Physical Therapy as an approved provider of physical therapy continuing education. This program is pending approval by Texas chapter of the American Physical Therapy Association (APTA). This program provides 6 CE hours. The physical therapy boards in AK, AZ, DE, GA, ID, IN, KS, KY, MS, MO, NC, ND, RI, SC, OR, TN, UT, VA, WI, and WY accept courses approved by APTA chapters. This course meets the criteria for 6 contact hours of physical therapy continuing education in CT, IA, MO, MT, NE, NH, OR, and WA.

MASSAGE THERAPISTS: Institute for Brain Potential is approved as a CE provider by the Illinois Department of Professional Regulation, #245.000045, and by the Florida Board of Massage Therapy. This program provides 6 CE hours. This program counts as 'General' hours in Florida.

SPEECH-LANGUAGE PATHOLOGISTS: Institute for Brain Potential is an approved provider by the California Speech-Language Pathology and Audiology Board (SLPAB), # PDP247, and by the Florida Board of Speech-Language Pathology and Audiology. CE credit for SLPs in Florida is available for only the interactive webcast of the program. This program provides 6 CE hours.

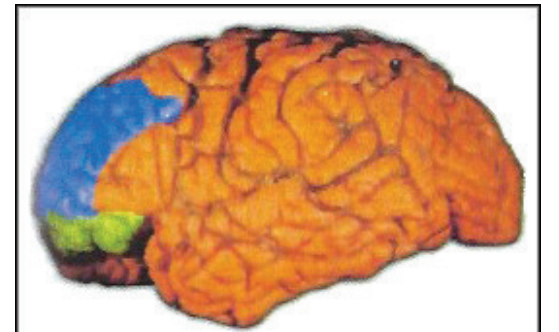
ACUPUNCTURISTS: This course is approved by the California Acupuncture Board, Provider Number 565, for 6 hours of Category 1 distance education credit. Please note that live credit is not available for this webcast.

DIETITIANS: Institute for Brain Potential is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR). CDR Credentialed Practitioners will receive 6 Continuing Professional Education units (CPEUs) for completion of this activity. Provider Number: BP001. CPE Level: I. Suggested Learning Codes: 4040, 4090, 5300, and 5350. CDR-approved credit is available for only the interactive webcast of the program.

RESPIRATORY CARE PROFESSIONALS: RCPs in New York receive 6 hours of Category III credit through the ANCC. Institute for Brain Potential is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation (ANCC). Institute for Brain Potential is approved by the California Board of Registered Nursing (CA BRN), Provider #CEP13896, to provide continuing education. Programs offered by the CA BRN approved providers of CE are accepted by the Respiratory Care Board of California.

EDUCATORS: Participants completing this program will receive 7.5 clock hours of professional development credit through a cosponsorship agreement between Alliant International University and Institute for Brain Potential. Alliant International University's graduate programs are accredited by the Accrediting Commission of Senior Colleges and Universities of the Western Association of Schools and Colleges. Please contact your school district if you need prior approval for this program.

COLLEGE EDUCATED PUBLIC: This program is recommended for individuals who wish to add to their personal and professional knowledge and to improve their health and wellbeing. Participants will receive a certificate of completion for 6 hours.



Orbitofrontal Cortex (green)

- Impulsiveness
- Impaired Interpersonal sensitivity
- Poor social judgement
- Irritability

Dorsal Prefrontal Cortex (blue)

- Impaired problem solving
- Perseveration
- Impaired long-term memory

UNDERSTANDING EXECUTIVE FUNCTIONS: FOCUS, EMOTIONAL CONTROL, MOTIVATION AND SOCIAL INTELLIGENCE

A 6-Hour Program for Health Professionals

Interactive Webcast Schedule: The date of the interactive webcast is Tuesday, November 9, 2021, 9 AM, Pacific Standard Time. Sign-in: 8:30 – 9 AM, program starts: 9 AM, lunch break: 11:30 AM, online Q & A: 12 – 12:30 PM, lecture resumes: 12:30 PM, adjournment: 4 PM. Please register early and sign in 30 minutes before the time of the webcast.

On-Demand Webcast Schedule: You may view the program in segments at your convenience from Sunday, November 14, 2021 until Tuesday, December 14, 2021. Registrants who sign up for the interactive webcast may elect to take the on-demand webcast.

Home Study Schedule: You may listen to or view the recorded lecture at your convenience until the expiration date: January 1, 2023.

Confirmation Notices and Certificates of Completion: Registration confirmations, certificates of completion, evaluation forms, and posttests are emailed or mailed. Please attend even if you do not receive a confirmation. Successful completion includes: 1) Participating in the interactive webcast, viewing the on-demand webcast or DVD recording, or listening to the CD recording, 2) Submission of the evaluation form and post-test by email or mail, and 3) Receiving a passing score of 70% on the post-test. You may retake the exam without penalty or fee. No partial credit will be given.

Transfers and Cancellations: Registrants wishing to transfer or cancel have four options: 1) Transfer to alternate date of the webcast, 2) Transfer to another scheduled webcast, 3) Receive a full-value voucher good for one year for any live or recorded program, or 4) Obtain a full refund minus a \$15 fee by submitting a refund request in writing or by email at refund@ibpceu.com.

24/7 Customer Service: Call (888) 202-2938 to ask about course content, instructors, corrections, grading, problem resolution, provide comments, request disability accommodations, submit a formal grievance, or remove your name from a list. To view detailed agenda for the webcast and system requirements to participate in the program, visit: www.ibpceu.com/info/ebfi.pdf

Institute for Brain Potential: Since 1984, our non-profit organization (tax ID 77-0026830) has presented informative and practical seminars. IBP is the leading provider of accredited programs concerning the brain and behavioral sciences.

UNDERSTANDING EXECUTIVE FUNCTIONS: FOCUS, EMOTIONAL CONTROL, MOTIVATION AND SOCIAL INTELLIGENCE

FREQUENTLY ASKED QUESTIONS

Q: Is there a way to enjoy this seminar without being at my computer for 6 hours? What if I am not free on November 9, the date of the broadcast?

Yes! First, register for the program. You will receive a link to view the program starting November 14 until December 14. The program will be divided into four segments of approximately 75 minutes for user-friendly viewing.

Q: What if I have technical issues getting and staying connected, difficulty seeing the slides, or hearing the speaker?

We have an expert videographer to capture the sound and slides. We will make copies of the outline available to the participants. Further, in the unlikely event that you have connection problems, IBP will provide registrants with a free set of 4 CDs or DVDs of the entire program.

Q: I'd like to view the program and receive credit but without watching the live program or downloading it and still receive continuing education credit. Can I do this?

Yes! The cost of the DVD or CD set will be the same as the cost of the live program. Register now, let the operator know you will want the CD or DVD set (specify which), and make sure your profession is included in our online brochure.

Q: Can I attend this program live?

Yes, but only if you live in a city where IBP is currently presenting this seminar.

Q: My profession is not included on the brochure. Can I receive continuing education credit?

Maybe. Please contact our customer service at (888) 202-2938.

Q: How long does it usually take to receive a certificate of completion?

Typically, within 3 or 4 business days.

Executive functions are critically involved in academic and professional success, sustainable relationships, health, and happiness.

Key executive functions enable us to focus, control impulses, form flexible plans, use social intelligence, and maintain motivation. Learn how drugs alter executive functions and how to use the power of the prefrontal cortex to master habits and manage pain.

Participants completing this program should be able to identify:

- 1. The key executive functions.*
- 2. Disorders of attention, impulse control, motivation and social intelligence that rely on executive function.*
- 3. Drugs that can alter executive functions including psychostimulants, sedative-hypnotics, anti-depressants, mood stabilizers, and chemical dependencies.*
- 4. How to use executive functions to manage pain.*
- 5. How to use executive functions to manage eating.*
- 6. How to practice executive functions to strengthen healthy habits and choices as we age.*

Executive Functions and Prefrontal Cortex

- **Stress:** how sustained stress produces atrophy of prefrontal cortex and impairs decision-making.
- **Prefrontal Development:** ADHD is identified with delayed development of prefrontal cortex.
- **Teaching Executive Functions:** focused attention, forethought, mental flexibility, social intelligence.
- **Mental Maps Underlying Executive Functions:**
 - **I Could (Choice):** problem-solving, “if-then” thinking; people who stay stuck with the same self-defeating strategy.
 - **I Should (Moral Reasoning):** from sociopathy to empathy.
 - **I Must (Intention):** the internal system of reminders.
 - **I Will (Motivation):** sustained effort to achieve goals.
 - **I Could Have (Reflection):** self-aware thoughts and emotions.
 - **I Do (Action):** forming positive habits.

Key Disorders of Executive Functions

- **ADHD:** delayed frontal maturation; genes, diet, and environment; diagnostic pitfalls; why symptoms can persist into adulthood.
- **Moral Reasoning:** from “I, me and mine” to “yours and ours.”
- **Mood:** prefrontal regulation of mood, optimism, irritation, and reasoning with unreasonable people.
- **Anxiety:** prefrontal regulation of optimism, fear, generalized and phobic anxiety, panic, and PTSD.
- **Stress Regulation:** executive functions are critical for turning off the stress response and neurotoxic effects of excess cortisol.
- **Working Memory:** the ability to hold key information we need is compromised by stress-related prefrontal and hippocampal pathology.
- **Dementing Disorders:** frontal lobe defects in Alzheimer’s disease, vascular dementia, fronto-temporal dementia, and Lewy Body/Parkinson’s dementia.

Pharmacology and Executive Functions

- **Stimulants:** how they affect children and adults with ADHD.
- **Anxiety and Sleep:** sedative-hypnotics, GABA receptors, short-term memory, and cognitive-behavioral therapy (CBT).
- **Antidepressants:** regions that respond to serotonin, dopamine, and norepinephrine receptors with drugs and CBT.
- **Bipolar Disorders:** key subtypes, characteristics, and treatment including lithium and anticonvulsants.
- **Anti-Craving Drugs:** why addictive drugs and food addictions increase dopamine activity and can override frontal inhibition.

Executive Functions and Weight Regulation

- **How Rewarding is it to Eat Right Now?** The personal and social reward value of food and the orbitofrontal cortex.
- **How Much Self-Control Do I Have Right Now?** Emotions and memories of food and the ventromedial prefrontal cortex.
- **How Motivated Am I?** The effort to achieve long-term objectives; the will to exercise and to exercise restraint and the anterior cingulate cortex.
- **How Well Do I Plan?** Flexible plans, including lapses and relapses and the dorsolateral prefrontal cortex.

Mental Control of Pain

- **Pain Regulation:** how prefrontal cortex experiences, interprets, and blocks pain; the role of endogenous opioids and expectation.
- **Reinforcement:** how health professionals can increase or decrease a patient’s perceived pain by what they say and do.
- **Mental Control:** distraction, mental imagery and mindfulness.

Using Your Prefrontal Cortex to Form Positive Habits

- **The Habit Circuit:** how the frontal lobes help form automatic, non-conscious habits than can impair or promote health.
- **Health and Longevity:** conscientiousness, eating, drinking, socialization, sleeping and stress resilience.
- **How to Form and Maintain Healthful Habits:** key guidelines and resources to create a meaningful change.

ABOUT THE INSTRUCTOR



Mark B. Moss, Ph.D. (Chair Emeritus, Neuroscience, Boston University School of Medicine), NIH MERIT-Award recipient, is a leading expert in evidence-based strategies to protect the aging brain. His recent publications are among the first to demonstrate a cognitive benefit for the aging brain related to curcumin, a key anti-inflammatory nutrient.

Dr. Moss was the recipient of the highest teaching award at the Medical School. In his inspiring and practical presentations, he distills key findings, presenting them in non-technical terms. Dr. Moss makes his lectures memorable through the use of fascinating case histories and translation of research into positive habits. His programs include “Memory: How it Works, How It Fails and How to Improve it” and “Understanding Executive Functions.” Participants receive a detailed outline for all lecture topics that has been prepared by Dr. Moss.

In addition to Q & A sessions in class, Dr. Moss will answer your questions by email after the program concludes.