Friday, July 3, 2020, 9 AM – 4 PM PDT

You need a computer with internet access and speakers to participate in the webinar.

On-Demand Webcast

Valid for CE until May 2, 2022

Everyday Habits for Long-Term Health

A 6-Hour Program for Health Professionals

Interactive Webcast Schedule: The date of the interactive webinar is Friday, July 3, 2020. 9 AM, Pacific Daylight 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 webinar.

On-Demand Webcast Schedule: You may view the program in segments at your convenience from Wednesday, July 8, 2020 until Saturday, August 8, 2020. Registrants who sign up for the live webinar may elect to take the on-demand webinar.

Home Study Schedule: You may listen to or view the recorded lecture at your convenience until the expiration date: May 2, 2022. Self-study credit is available for all California-licensed health professions listed on the brochure except dietitians and massage therapists.

Group Registrations: Rates apply for three or more pre-registered guests enrolling together. Please complete a separate registration form for each person. Members of a group can watch interactive or on-demand webcast, or order home study recordings 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. Successful completion includes full attendance, submission of the evaluation form, and for home study credit, submission of the post-test. Transfers and Cancellations: Registrants can transfer to another live seminar on the program in the same space in all programs up to 48 hours before a seminar or webinar can request a full refund less a $15 processing fee or an audio CD or DVD recording of the program with the instructional outline for home study use. Alternatively, a full-value voucher can be obtained good for one year for a future program. In the unlikely event that the program cannot be held (e.g., an act of God), registrants will receive full reimbursement to a rescheduled program or a full-value voucher, good for one year, for a future program. All requests must be made in writing or online. No IBP program has ever been cancelled as the result of low attendance.

User-Friendly Technical Support: If you are not computer savvy, we can help. Just call us anytime at (650) 486-5332. We have presented webcasts to over 100,000 health professionals since 2013.
**FREQUENTLY ASKED QUESTIONS**

Q: Is there a way to enjoy the webcasts without being at my computer for 6 hours? What if I am not free on any of the scheduled dates of the broadcasts?

Yes! First, register for the program. You will receive a link to view the program starting July 8 until August 8. 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.

---

**Everyday Habits for Long-Term Health**

Three Types of Habits

- **Addictive Habits:** examples include opioid use disorder, alcohol-use disorder, and addictive or addictive-like eating disorders.
- **Health-Protective Habits:** examples include maintaining a healthy level of physical activity.
- **Cognitive Habits:** examples include changing how we feel by changing how we think.

**Stress, Pain, and Cravings and the Dopamine Addiction Circuit**

- **Understanding Opioid Addiction and Chronic Pain:** why the expectation of pain increases dependence on over-the-counter analgesics and prescription- or illicit opioids.
- **How Stress Drives Immediate Gratification:** cortisol, glucose, appetite and foods that alter dopamine, serotonin and mood.
- **Curbing Impulse Control:** by delaying the time between the impulse to act and the time you take to act; e.g., eating when bored, sad or anxious.
- **Why Mindset Matters for Pain Relief:** how chronic and recurrent stress and pain triggers are identified with thought habits that worsen pain and dependence on analgesics.
- **Chronic Pain Management:** the habit of using non-pharmacologic and non-opioid pharmacologic pain management therapies.
- **Best Practices:** principles of managing dependence on opioids and curbing other sources of cravings.
- **Daily Mindful States:** several large randomized trials show that mindfulness can help reduce back pain; “I felt the pain was there but did not dwell on it as much.” Mindfulness does not engage the opioid system.

**Attention-Based Habits and the Cingulate Loop**

- **Setting Short-Term Goals:** making them attainable and sustainable e.g., reducing clutter to increase energy and wellbeing or engaging in regular physical activity.
- **Setting Long-Term Goals:** aspiring to become the best version of oneself.
- **Habits of Successful Exercisers:** improving self-care.
  - Calming Physical Activities: exercises activity that can normalize cortisol associated with acute stress, anger, anxiety and sadness, whether endurance or strength-related, the time needed to produce a sedating effect need not be long.
  - Mindful-Enhancing Physical Activities: Yoga, Tai Chi, and scenic walks.
- **Coping With Failure:** overcoming lapses and relapses; the role of self-compassion and resilience.

**Anxiety, Mood, and Sleep and the Dorsal Prefrontal Loop**

- **Reducing Anxiety:** the anxiety-resistant mindset includes rethinking and restating issues that perpetuate generalized anxiety such as “what if” thinking to calm an overactive prefrontal cortex.
- **Understanding Major Depression:** why it is a leading cause of impaired quality of life, disability and reduced life expectancy; key cognitive distortions.
- **Acquired Optimism:** practicing the habit of optimistic thinking; how it can improve sleep, elevate mood, and reduce worry; the link between serotonin and mood, dopamine and expectations, and norepinephrine and motivation.
- **Developing Sustainable Stress-Resilient Habits for Life:** taking positive steps to view stressors as challenges by enhancing optimism, gratitude and commitment.
- **Choosing to be Happy:** why happiness-evoking experiences makes other habits easier to attain.
- **Self-Calming Habits to Improve Sleep:** a neuroscience-based view of processing and reframing thoughts that keep us awake; creating quiet time and practicing sleep rituals and pre-sleep meditation.

**How to Change Mindsets to Enhance Treatment Effectiveness**

- **Mindsets:** are biased or simplified versions of beliefs, e.g., girls are not good in math; diabetes runs in my family; stress is going to kill me; this treatment will work because I am in good hands.
- **Beyond Supportive Conversations: Prescribing Mindsets:** conversations that enable patients to change their mindsets are more powerful in creating meaningful change.
- **Mindsets About Treatment Efficacy:** simply being more thoughtful about the words used in diagnosis or treatment may be just as important as the treatment delivered, e.g., “I am giving you a strong pain reliever” works better than simply administering the treatment.
- **Mindsets About Capacity to Change:** instilling a mindset that counters an established belief (e.g., a fatalistic mindset that nothing can prevent heart disease, since it runs in the family).
- **Mindset Replacement:** for example, replacing the view that change is “all or nothing” with the mindset that powerful changes occur by making small, positive changes over time.

**About the Instructor**

Jodie Trafton, Ph.D., a neuroscientist, is an affiliated Associate Clinical Professor of Psychiatry and Behavioral Sciences at Stanford Medical School and is Director of Program Evaluation for the treatment of addictive disorders, pain, and mental health conditions for veterans throughout the United States. Dr. Trafton is first author of Training Your Brain To Adopt Healthful Habits: Mastering the Five Brain Challenges (2019) and has authored numerous scientific publications concerning addiction, pain and related topics.

An outstanding speaker, Dr. Trafton teaches an acclaimed series of classes at Stanford University on addictive disorders and has taught for the Institute for Brain Potential for over a decade. Health professionals commend her ability to present practical discoveries with clarity, enthusiasm and warmth.