

## LIVE SEMINAR

Friday, May 10, 2019 in San Jose, CA

The Hayes Mansion  
200 Edenvale Ave, 95136. (408) 226-3200

Complimentary parking is available at the venue.  
Please do not contact the venue except for driving instructions.

## LIVE WEBCAST

Friday, May 10, 2019, 9 AM – 4 PM PDT

You will need a computer with internet access and speakers to participate in the live webcast.

## ON-DEMAND WEBCAST

Wednesday, May 15, 2019 – Saturday, June 15, 2019

Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Wednesday, May 15, 2019 through Saturday, June 15, 2019. The program plus in-class exercises will be available in four convenient segments.

## HOME STUDY RECORDINGS

Valid for CE until May 2, 2022

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: May 2, 2022

## EVERYDAY HABITS FOR LONG-TERM HEALTH

✓one:

- Live Seminar with CE Credit: Friday, May 10, 2019 in San Jose, CA
- Live Webcast with CE Credit: Friday, May 10, 2019
- On-Demand Webcast with CE Credit: May 15, 2019 – June 15, 2019

Purchase of Recordings with Home Study CE Credit: through May 2, 2022

- 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) \_\_\_\_\_

### 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

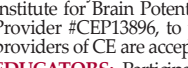
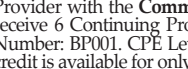
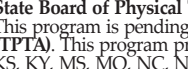
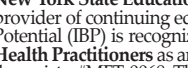
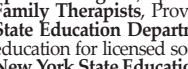
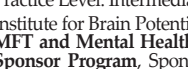
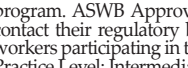
1. Internet: [www.ibpceu.com](http://www.ibpceu.com)
2. Mail: PO Box 2238, Los Banos, CA 93635  
(make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

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

Type of Credit Card:  Visa  MasterCard  AmEx  Discover

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

Signature \_\_\_\_\_



**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. 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 approved as a provider of continuing education by the Florida Board of Psychology. This course provides 6 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. This program provides 6 clock hours.

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.

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. 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. Content Level: Intermediate. Content Focus: Domain of OT (Performance Patterns) and Occupational Therapy Process (Outcomes). This course is approved by the FL Board of Occupational Therapy for 6 hours of credit.

**CHEMICAL DEPENDENCY PROFESSIONALS:** Institute for Brain Potential is approved by the NAADAC Approved Education Provider Program, Provider #102949. This program is 6 CEHs.

**PHARMACISTS & PHARMACY TECHNICIANS:** Institute for Brain Potential is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. The live seminar and webcast are knowledge-based activities with UANs 0492-0000-19-031-L04-P and 0492-0000-19-031-L04-T. The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-19-032-H04-P and 0492-0000-19-032-H04-T. Initial Release Date: 05/02/2019. Planned Expiration Date: 05/02/2022. 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:** 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 12/01/18 – 11/30/24. Provider ID# 312413. This program provides 6 hours of CE credit. Subject Code: 557. Initial Release Date: 05/02/2019. Planned Expiration Date: 05/02/2022. 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. This program is 6 CE hours.

**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 the TX chapter of the American Physical Therapy Association (IPTA). 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 live webcast and the seminar of the program. This program provides 6 CE hours.

**ACUPUNCTURISTS:** This course is pending approval 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: 5320, 5350, 5370, and 6010. CDR-approved credit is available for only the live webcast and the seminar 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.



## EVERYDAY HABITS FOR LONG-TERM HEALTH

### A 6-Hour Program for Health Professionals

**Live Seminar 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.

**Live Webcast Schedule:** The date of the live webcast is Friday, May 10, 2019, 9 AM, Pacific Daylight Time. 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 Wednesday, May 15, 2019 until Saturday, June 15, 2019. Registrants who sign up for the live 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: May 2, 2022. Self-study credit is available for all California-licensed health professions listed on the brochure except dietitians and massage therapists. We anticipate shipments of CDs/DVDs will take place after June 15, 2019.

**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. No partial credit will be given. Certificates of completion for the live seminar are provided at the time of adjournment, and for the interactive webcast, live webcast and on-demand webcast are provided by email upon receipt of the evaluation form and the post-test.

**Transfers and Cancellations:** Registrants can transfer to another live seminar or webcast if space is available. Registrants canceling up to 48 hours before a seminar or webcast 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 credit. 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 free admission 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.

**24/7 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:** 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.



## 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 May 10, the date of the broadcast?**

Yes! First, register for the program. You will receive a link to view the program starting May 15 until June 15. 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.

*Habits determine how we think, feel, and act.*

*If health-related habits could be meaningfully improved, the overall impact would be greater than all pharmacological, medical and surgical interventions combined.*

*Learn advances in the field of behavioral health designed to manage cravings, improve health-protective habits, and develop healthy cognitive habits and mindsets.*

*Participants completing this 6-hour program should be able to:*

- 1. Describe the connection between stress, impulse control, and dopamine-based cravings.*
- 2. List evidence-based steps to create short-term and long-term goals related to a daily habit such as maintaining physical fitness.*
- 3. Identify to acquire personalized cognitive habits to reduce anxiety, improve mood, and enhance sleep.*
- 4. Outline how to change mindsets associated with combinations of habits.*

## 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-evoking 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 ourself.
- **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.*