

INTERACTIVE WEBCAST FRIDAY, DECEMBER 1, 2017

INTERACTIVE WEBCAST

Friday, December 1, 2017, 9 AM – 4 PM PST

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

ON-DEMAND WEBCAST

Wednesday, December 6, 2017 – Saturday, January 6, 2018

Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Wednesday, December 6, 2017 through Saturday, January 6, 2018. The program plus in-class exercises will be available in four convenient segments.

HOME STUDY RECORDINGS

Valid for CE until August 30, 2019

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: August 30, 2019

HOW WE HEAL OURSELVES AND OTHERS: COMMUNICATING IN WAYS THAT CREATE MEANINGFUL CHANGE

✓one:

- Interactive Webcast with CE Credit: Friday, December 1, 2017
- On-Demand Webcast with CE Credit: December 6, 2017 – January 6, 2018

Purchase of Recordings with Home Study CE Credit: through August 30, 2019

- 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
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 with distinction 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 continuing education by the Association of Social Work Boards (ASWB), 400 South Ridge Parkway, Suite B, Culpeper, VA 22701. www.aswb.org. Social workers should contact their regulatory board to determine course approval. Social workers will receive 6 continuing education clock hours for participating in this intermediate-level course. Institute for Brain Potential is approved as a provider of CE by Florida Board of Clinical Social Work, MFT and Mental Health Counseling, by Ohio CSWMFT Board, Provider #RCST030801, 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), SW CPE 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 #0341. This program provides 6 contact hours.

OCCUPATIONAL THERAPISTS: IBP 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: Occupational Therapy Process (Outcomes) and Professional Issues (Supervision). This course is approved by the FL Board of Occupational Therapy for 6 hours of credit.

SUBSTANCE ABUSE PROFESSIONALS: Institute for Brain Potential is approved by the NAADAC Approved Education Provider Program, Provider #102949. Institute for Brain Potential is approved by CCAPP-EI, Provider Number 4S-09-128-1217. This program provides 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 interactive webcast is a knowledge-based activity with UANs and . The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-16-052-H04-P and 0492-0000-16-052-H04-T. Initial Release Date: 08/30/2016. Planned Expiration Date: 08/30/2019. 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 12/01/14 – 11/30/18. Provider ID# 312413. This program provides 6 hours of CE credit. Subject Code: 557. Initial Release Date: 08/30/2016. Planned Expiration Date: 08/30/2019. 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. IBP is an approved provider with the Florida Board of Dentistry. This program is 6 CE hours.

PHYSICAL THERAPISTS: This program is approved by as a provider of the physical therapy continuing education by the Physical Therapy Board of California. IBP is an Illinois Department of Professional Regulation Approved CE Sponsor for PTs and PTAs, #216.000210. IBP 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 (TPTA). 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 webcast of the program. This program provides 6 CE hours.

DIETITIANS: Institute for Brain Potential 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 continuing professional education units (CPEUs) for completion of this program/materials. Continuing Professional Education Provider Accreditation does not constitute endorsement by CDR of a provider, program, or materials. Provider Number: BP001. CPE Level: I. Suggested Learning Codes: 1120, 6010, and 6020. CDR-approved credit is available for only the webcast of the program.

RESPIRATORY CARE PROFESSIONALS: RCPs in New York receive 6 hours of Category III credit through the ANCC. IBP is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation (ANCC). IBP 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 IBP. 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.



HOW WE HEAL OURSELVES AND OTHERS: COMMUNICATING IN WAYS THAT CREATE MEANINGFUL CHANGE

A 6-Hour Program for Health Professionals

Interactive Webcast Schedule: The date of the interactive webcast is Friday, December 1, 2017, 9 AM, Pacific Standard 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, December 6, 2017 until Saturday, January 6, 2018. 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: August 30, 2019. 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. 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 receive a tuition refund less a \$15 administrative 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.

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: We are the leading provider of accredited programs on the brain and behavioral sciences. Our non-profit organization (tax ID 77-0026830) has presented cost-effective, informative and practical seminars by outstanding speakers since 1984.

HOW WE HEAL OURSELVES AND OTHERS: COMMUNICATING IN WAYS THAT CREATE MEANINGFUL CHANGE

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 December 1, the date of the broadcast?

Yes! First, register for the program. You will receive a link to view the program starting December 6 until January 6. 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.

Effective communication is critical to the healing process. In this new 6-hour program, learn to identify the inherent wellness in a person with mental or physical illness and how to communicate in ways that lead to meaningful change.

This evidence-based program provides health professionals working in medical, dental, and behavioral settings with the key skills to produce calm, enhance hope, reduce pain, and promote recovery.

Participants completing this program should be able to:

- 1. Identify brain and behavioral processes that contribute to the healing process.*
- 2. List successful approaches to relieve anger, sadness and anxiety.*
- 3. Outline effective strategies for handling difficult conversations.*
- 4. List ways in which communication can reduce pain.*
- 5. Describe how to apply Positive Psychology to promote mindfulness, positive emotions, self-compassion, and acceptance.*

Realizing Our Healing Potential

- **Understanding the Healing Brain:** the key role of the prefrontal cortex in regulating expectations, interpreting threats and triggering cortisol, an adrenal hormone identified with chronic stress.
- **Identifying Sources of Chronic Stress and Allostatic Load:** a method of assessing stressors at home and at work and their impact on health; the toxic effects of cortisol on the heart, immune system and brain.
- **Understanding the Healing Response:** how increasing predictability and control help to reduce pain, improve immune function, increase restorative sleep and elevate mood.
- **Promoting the Strengths and Virtues of Our Clients:** identifying and activating the client's strengths and underlying wellness to promote healing of mental and physical illness.
- **Applying Our Own Character Strengths and Virtues:** increasing our effectiveness as health professionals by developing the courage to change and facilitating self-healing.

Communicating In Ways That Can Create Meaningful Change

- **Increasing Predictability and Control Over Key Stressors:** balancing excessive demands at home (e.g., dealing with challenging close relationships) and at work (e.g., clients who are sick, in pain, anxious, or vulnerable).
- **Words to Reduce Anger:** keys to disarming upset people and to reducing our own anger.
- **Words to Reduce Anxiety:** restating concerns in a way that provides concrete choices.
- **Words to Elevate Mood:** reframing problems as solvable, temporary, and impersonal; communicating optimism; taking seriously the positive effects of humor and laughter.
- **Setting Limits:** what to say and do when noxious people actively or passively thwart efforts to achieve wellness in another, i.e., passive-aggression, neglect, or indifference.
- **Resolving Conflicts in Close Relations:** how to bring up a sensitive issue and negotiate a realistic solution.

Reducing Discomfort and Pain

- **Expectancy, Conditioning, and the Brain:** anticipation and dopamine; pain relief and the endogenous opioids; activating the dorsal prefrontal cortex to improve positive expectations.
- **What To Say:** words that enhance trust and predictability to decrease pain; words that can unwittingly increase anxiety.
- **What To Do:** combining calming thoughts prior to the use of analgesics; mental control over pain by imagery, distraction, and anxiety reduction.
- **Mindfulness:** how awareness of the moment without judgement increases our professional effectiveness in helping to reduce discomfort and pain in our clients.

Handling Difficult Conversations

- **Learning to Delay a Response:** how to engage the slower wisdom of the prefrontal cortex to prevent an impulsive reply.
- **Identifying Anger Triggers:** how to express concerns in ways that do not evoke the need to attack or to defend.
- **Overcoming Rumination:** developing habits to objectify recurrent thoughts and reduce the risk of depression.
- **Reframing Distorted Thoughts:** how to restate issues in a way that removes blame or judgment and facilitates problem solving.
- **Overcoming Perfectionism:** how to identify and modify unrealistic self-standards to reduce the risk of exhaustion and burnout.
- **Acquiring Positive Emotional Habits:** key steps in making positive thoughts, feelings and actions automatic.

Applying Positive Psychology

- **Practicing Mindfulness:** quieting the mind to enhance inner awareness and observing our thoughts without judgment.
- **Elevating Positive Emotions:** reframing the past, enjoying the moment and imagining the future in ways that connect us with core our values and beliefs.
- **Enhancing Self-Compassion:** learning to treat ourselves with the quality of compassion we give to others; prioritizing restorative experiences to relieve occupational fatigue.
- **Promoting Acceptance:** how to accept traits in others that are unlikely to change.
- **Practicing the Habits of Happy People:** identifying what really makes us happy and practicing the skills to help make them habitual.

ABOUT THE INSTRUCTOR



Paula Butterfield, Ph.D., (Ohio State University) is a nationally celebrated psychologist, clinician, researcher, author, and instructor. Dr. Butterfield has directed the Educational Research and Training Division for the Department of Internal Medicine at Ohio State University and has been a Director of Physician Leadership and Management Education.

The winner of four awards for distinguished teaching, Dr. Butterfield has developed national training programs for over two decades. Her outstanding presentations integrate evidence-based research in the brain and behavioral sciences with essential communication strategies in people who are resistant to change.

An outstanding speaker, Dr. Butterfield uses innovative teaching methods including the use of film clips. Participants commend her insightful, practical and inspiring programs. In addition to Q & A sessions in class, Dr. Butterfield will answer your questions during the second half of the lunch break and by email after the program concludes.