

INTERACTIVE WEBCAST FRIDAY, MAY 19, 2017

INTERACTIVE WEBCAST

Friday, May 19, 2017, 9 AM – 4 PM PDT

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

ON-DEMAND WEBCAST

Wednesday, May 24, 2017 – Saturday, June 24, 2017

Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Wednesday, May 24, 2017 through Saturday, June 24, 2017. The program plus in-class exercises will be available in four convenient segments.

HOME STUDY RECORDINGS

Valid for CE until February 12, 2019

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: February 12, 2019

THE IMMUNE SYSTEM: THE MIND-BODY CONNECTION WHO GETS SICK AND WHO STAYS WELL

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Interactive Webcast with CE Credit: Friday, May 19, 2017

On-Demand Webcast with CE Credit: May 24, 2017 – June 24, 2017

Purchase of Recordings with Home Study CE Credit: through February 12, 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 as a provider of continuing nursing education by the **American Nurses Credentialing Center's Commission on Accreditation**.

IBP is awarded "accreditation with distinction," the highest recognition awarded by the ANCC.

IBP 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 (IBP) is approved by the **American Psychological Association** to sponsor continuing education for psychologists. IBP maintains responsibility for this program and its content. This program provides 6 CE credits.

IBP 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 (IBP) 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. IBP is solely responsible for all aspects of the programs. This program provides 6 clock hours.

IBP, 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.

IBP 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. This program is 6 CE 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: Domain of OT (Client Factors) and Occupational Therapy Process (Outcomes). This course is approved by the **FL Board of Occupational Therapy** for 6 hours of credit.

SUBSTANCE ABUSE PROFESSIONALS: Institute for Brain Potential (IBP) is approved by the NAADAC Approved Education Provider Program, Provider #102949. IBP is approved by CCAPP-EL, Provider Number 4S-09-128-1217. This program provides 6 CEHs.



PHARMACISTS & PHARMACY TECHNICIANS: IBP 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 0492-0000-14-038-L04-P and 0492-0000-14-038-L04-T. The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-16-019-H04-P and 0492-0000-16-019-H04-T. Initial Release Date: 02/12/2016. Planned Expiration Date: 02/12/2019. This program provides 6 hours (.6 CEU).



DENTAL PROFESSIONALS: IBP 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: 02/12/2016. Planned Expiration Date: 02/12/2019.

IBP, 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 IBP – an accredited approver 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 has been approved by the Texas Chapter of the **American Physical Therapy Association (TPTA)**, Approval Expires: 03/04/2018. 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: IBP 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: IBP 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: 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 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: 5110, 5120, 5220, and 5270. Activity Number: 94162. 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.



THE IMMUNE SYSTEM: THE MIND-BODY CONNECTION WHO GETS SICK AND WHO STAYS WELL

A 6-Hour Program for Health Professionals

Interactive Webcast Schedule: The date of the interactive webcast is Friday, May 19, 2017, 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 24, 2017 until Saturday, June 24, 2017. 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: February 12, 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.

THE IMMUNE SYSTEM: THE MIND-BODY CONNECTION WHO GETS SICK AND WHO STAYS WELL

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 19, the date of the broadcast?

Yes! First, register for the program. You will receive a link to view the program starting May 24 until June 24. 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.

Fundamental advances have been made in understanding the link between mental states and immune function. The discipline called psychoneuroimmunology has provided important discoveries concerning who gets sick and who stays well.

Psychological stress, expectancy, mood, sleep, physical activity and inflammatory foods and nutrients play an important role in health and chronic inflammation. New discoveries are revealing how chronic inflammation underlies the onset and progression of the most common chronic disorders.

Participants completing this program should be able to:

- 1. Identify parts of the immune system that are affected by mental states.*
- 2. Describe how disorders of inflammation influence the development of chronic medical, dental, and psychological disorders.*
- 3. List several strategies to support immune system health based on current research findings.*

Overview of Immune System

- **Antigens:** the invading “enemy;” how the immune system recognizes bacteria and viruses.
- **Macrophages:** “monster” cells that patrol and seize antigens and signal their presence.
- **Helper T-cells:** directing activities of macrophages and the proliferation of T- and B-cells.
- **Natural Killer Cells:** “ruthless destroyers” of cancerous and infected cells.
- **B-Cells:** formation of antibodies with the special ability to fight bacterial infections.
- **Antibodies:** specialized proteins that neutralize the “enemy” or target it for attack by other cells or chemicals.
- **Interferons:** natural defense against cancer.
- **Cytokines:** and other inflammatory masterminds, pro and anti-inflammatory immune cells; markers of chronic inflammation—who should be tested?

Chronic Inflammation: Mind-Body Interactions

- **The Silent Epidemic:** what amyloid plaque, arterial plaque, and dental plaque have in common; chronic inflammatory disorders of the lungs, kidneys, joints, bones, and skin.
- **Chronic Psychological Stress:** immune suppression and inflammation; stress hormones (e.g., cortisol) and neurotransmitters (e.g., norepinephrine); adaptive versus maladaptive responses to stress (e.g., giving up).
- **Sleep Loss and Fatigue:** impairment of mood, appetite, and inflammation; chronic fatigue and the immune system.
- **Stress-Related Eating:** the role of emotional suppression, hostility, depression, and the development of mid-line weight gain, inflammatory cytokines, insulin resistance, hypertension, and coronary artery disease.
- **Periodontal Disease:** the link between periodontitis, inflammatory cytokines, and the development of hypertension, coronary artery disease, diabetes, and rheumatoid disease; stress and oral wound healing.
- **Stress, the Aging Immune System and Cancer:** how chronic stress in caregivers shortens the lifespan of white blood cells; the role of stress in tumor metastasis.
- **Alzheimer’s Disease:** amyloid and chronic cerebral inflammation; obesity and diabetes as risk factors; the role of anti-inflammatory drugs.
- **Mood Disorders - A New Understanding:** inflammation can produce and also be an effect of mood disorders; key implications for treatment and prevention.

Who Stays Well

- **Anti-Inflammatory Nutrients:** pro- and anti-inflammatory proteins, fruits, vegetables, starches, and fats; omega-3 and -6 fatty acids; resveratrol and related compounds; fish and the prevention of depression.
- **Regular Physical Activity:** activities that enhance endurance, strength, and flexibility and reduce chronic inflammation; the dose response of exercise—how much, how often, how intense?
- **Depression Resistance:** seeing challenges as temporary, solvable and impersonal.
- **The Type-B Personality:** replacing hostility and urgency with caring and mindfulness.
- **Close Relationships:** overcoming social rejection, loneliness and isolation; the protective effect of close friends and family.
- **Emotional Resilience:** adaptively responding to thoughts that could trigger immune suppression; how thoughts influence physiology, the importance of expectation and the perception of control.
- **Mindfulness:** ability to separate oneself from ongoing aversive states; ancient Buddhism meets modern neuroscience.
- **Optimism and Positive Affect:** acquired optimism, positive expectations; reduction of immune symptoms and need for analgesics.
- **Meaning:** the healing power of beliefs that are life supporting, mood enhancing, and meaning infusing; key research findings.

ABOUT THE INSTRUCTOR



Margaret Kemeny, Ph.D., is Professor of Psychiatry and Director of Health Psychology at the University of California, San Francisco. An expert in the immune system and health psychology, she is one of the leading scientists to advance the field of psychoneuroimmunology. Her research focuses on how thoughts and emotions affect the response to stress, the immune system and physical health. Her research has been supported by the National Institutes of Health and other major organizations.

Dr. Kemeny is an outstanding teacher and mentor. An acclaimed speaker, she has presented programs to the full spectrum of health professionals throughout North America and is one of our most well-received instructors. Audiences consistently commend Dr. Kemeny for her wealth of practical information, her special ability to make complex concepts easily understood, and her enthusiasm and warmth.

An ingeniously comprehensible series of slides will be shown including conceptual cartoons and illustrations. In addition to Q & A during the program, Dr. Kemeny will answer your questions during the second half of the lunch break and by email after the program concludes.