

KEENE, NH  
KEENE COUNTRY CLUB  
755 W Hill Rd, 03431  
(603) 352-0135

Wednesday, September 11

NORTHAMPTON, MA  
HOTEL NORTHAMPTON  
36 King St, 01060  
(413) 584-3100

Friday, September 13



## PROTECTING THE BRAIN FROM THE MAJOR CAUSES OF DEMENTIA

LIVE SEMINAR (✓ONE)

Keene, Sep 11

Northampton, Sep 13

UNABLE TO ATTEND?

PRE-ORDER RECORDINGS WITH HOME STUDY CE CREDIT (✓ONE)

CDs

DVDs

Online

Name (PLEASE PRINT) \_\_\_\_\_

Home Address \_\_\_\_\_

City/State \_\_\_\_\_, Zip \_\_\_\_\_

Work Phone (\_\_\_\_) \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Profession(s) \_\_\_\_\_

### TUITION

- \$89 Individual Rate
- \$84 Group Rate (3 or More Persons Registering Together)
- \$99 On-Site Registration (if space is available)
- \$84 Recordings with Home Study CE Credit
- \$34 \$29 *Training Your Brain To Adopt Healthful Habits* (2024) (374 pages)
  - A text that explains how health-related habits are formed and can transformed by beneficial and harmful influences. Preorder the book to receive it onsite at this discounted rate.

### 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)

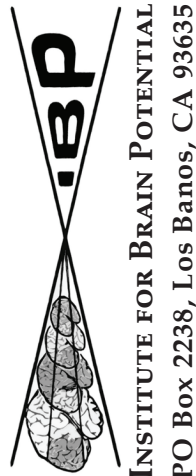
Purchase orders are accepted. IBP tax identification number: 77-0026830

All major credit cards are accepted:

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

Signature \_\_\_\_\_

PLEASE POST



## PROTECTING THE BRAIN FROM THE MAJOR CAUSES OF DEMENTIA

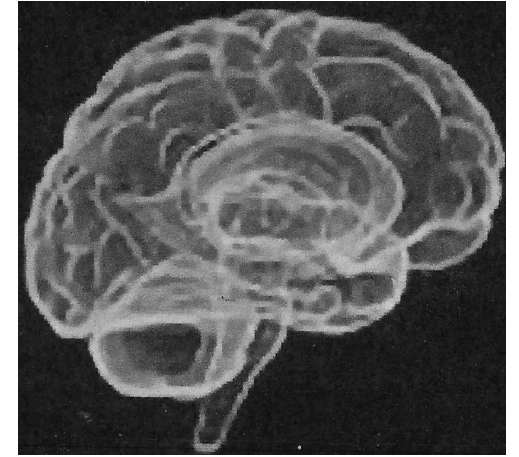
KEENE, NH: Wednesday, September 11

NORTHAMPTON, MA: Friday, September 13

**Topics Include:**

- Understanding the four main forms of dementia
- Understanding neuroinflammation
- Sleep and the glymphatic system
- Neuroprotective habits

A New 6-Hour Program, Fall, 2024: \$89



## PROTECTING THE BRAIN FROM THE MAJOR CAUSES OF DEMENTIA

A 6-Hour Program for Health Professionals

### LIVE SEMINARS

**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. Some programs sell out. Please register early.

**Group Registration:** The discount is for three or more guests enrolling together prior to the seminar date. Please complete a separate registration form for each person.

**Transfers:** You or members of your group can attend on different dates if there is space.

**Parking:** Complimentary parking is available unless indicated in the brochure.

**Unable to Attend?** You have three options: 1) Transfer to an alternate location, space permitting, 2) Receive a full-value voucher for any live or recorded lecture for up to a year, or 3) Request a full refund minus a \$15 fee. Refund requests should be made in writing or by e-mail at [refund@ibpceu.com](mailto:refund@ibpceu.com).

**Rescheduling:** In the unlikely event a seminar cannot be held (e.g., inclement weather), it will be rescheduled. No IBP seminar has ever been canceled as the result of low attendance.

**Certificates and Confirmations:** Certificates of completion are provided at the time of adjournment; successful completion includes full attendance and submission of the evaluation form. No partial credit is given. Confirmation notices are emailed or mailed.

### RECORDED PROGRAMS

**CDs and DVDs:** Shipped after October 22, 2024.

**Online:** Available starting September 17, 2024. Online programs can be played or downloaded on all devices. Need help? Call (866) 652-7414.

**CE Credit:** National/state boards approved CE is available for most health professions including nursing, psychology, social work, counseling, MFT, dental, and pharmacy. View CE approvals and additional information for this home study program at: <http://www.ibpceu.com/info/dementia.pdf>

### DEDICATED 24/7 CUSTOMER SERVICE

Call (888) 202-2938 or email [info@ibpceu.com](mailto:info@ibpceu.com) to inquire about course content or instructors, request disability accommodations, or submit a formal grievance. To register, call (866) 652-7414.

### THE IBP EXPERIENCE

Over 4 million health professionals have attended our programs, making us the leading CE provider in the brain and behavioral sciences. IBP participants have a natural interest in lifelong learning and receive in-depth information that they can understand and apply.

# PROTECTING THE BRAIN FROM THE MAJOR CAUSES OF DEMENTIA



**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**. 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.



**COUNSELORS & MARRIAGE AND FAMILY THERAPISTS:** 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 of CE credit. This program is pending certification by NEAFAST for 6 contact hours of professional continuing education of MFTs licensed in Massachusetts.



**SOCIAL WORKERS:** Institute for Brain Potential, Provider Number: 1160, is approved as an ACE provider to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Regulatory boards are the final authority on courses accepted for continuing education credit. ACE provider approval period: 11/11/23 - 11/11/26. Social workers completing this course receive 6 clinical continuing education credits.



**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:** Institute for Brain Potential is accredited by the **Accreditation Council for Pharmacy Education** as a provider of continuing pharmacy education. This Knowledge-based activity provides 6 contact hours (0.6 CEUs). UAN: 0492-0000-24-039-L04-P.

**DENTAL PROFESSIONALS:** This program provides 6 hours of continuing education credit.



**PACE**  
ACADEMY of  
GENERAL DENTISTRY  
PROGRAM APPROVAL  
FOR CONTINUING  
EDUCATION

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: 550.

**NURSING HOME ADMINISTRATORS:** Institute for Brain Potential is a *Certified Sponsor* of professional continuing education with the NAB and has approved this program for 6 clock hours under its sponsor agreement with NAB/NCERS. State licensure boards, however, have final authority on the acceptance of individual courses.

**PHYSICAL THERAPISTS AND ASSISTANTS:** This 6-hour program is designed to be relevant to physical therapy. Institute for Brain Potential is approved as a provider of physical therapy continuing education by the **Physical Therapy Board of California (PTBC)**. This program is pending approval by the Texas Chapter of the **American Physical Therapy Association (APTA)** for 6 contact hours of continuing education credit.

**SPEECH-LANGUAGE PATHOLOGISTS:** This program is designed to be relevant to speech-language pathologists. Participants will receive a certificate for completing this 6-hour program. Institute for Brain Potential is approved as a CE provider by **California Speech-Language Pathology & Audiology Board (SLPAB)** and by **Florida Board of Speech-Language Pathology and Audiology**.

**MASSAGE THERAPISTS:** Institute for Brain Potential is approved by NCBTMB as a CE Approved Provider, #450939-09. This course is pending approval by NCBTMB for 6 CE hours.

**CASE MANAGERS:** This program has been submitted to the **Commission for Case Manager Certification** for approval to provide board certified case managers with 6 CE contact hours.

**PHYSICIAN ASSISTANTS:** This educational activity provides 6 hours of Category 2 CME credits.

**ALLIED HEALTH PROFESSIONS:** Naturopathic Physicians, Veterinarians, Prosthetists, Orthotists, and Chiropractors receive a Certificate of Completion for this 6-hour program. Please contact your regulatory board to determine course approval.

**EDUCATORS:** educators in MA can earn 7.5 PDU's and in NH can earn 7.5 CEUs for successfully completing this program.

*This program provides methods of understanding and protecting the brain from leading forms of dementia, Alzheimer's, Parkinson's, Frontotemporal and LATE.*

*Participants completing this program should be able to:*

- 1. Describe early symptoms of each dementia.*
- 2. Identify the role of the brain's immune system.*
- 3. Describe preventive lifestyle in early- or mid-life.*
- 4. Describe protective lifestyle variables for an aging brain.*

## Understanding Four Key Dementing Disorders

### Understanding Alzheimer's Disease (AD)

- **The Leading Cause of Dementia:** the 5th leading cause of death affecting twice as many women as men.
- **Initial Symptoms and Spread:** olfactory system and impaired sense of smell, the amygdala and altered risk awareness, hippocampal region and short-term recognition and recall.

### Understanding Parkinson's Disease (PD)

- **The Second Leading Cause of Dementia:** the second most frequent neuro-degenerative disorder.
- **Initial Symptoms and Spread:** olfactory system, locus coeruleus, substantia nigra (REM sleep, GI tract symptoms).

### Understanding Frontotemporal Dementia (FTD)

- **The Leading Cause of Dementia Under Age 65:** most forms are inherited.
- **Initial Symptoms and Spread:** in the behavioral variant, impaired social skills, impulsivity, dishonesty; loss of smell, and damage to the ventral prefrontal cortex and surrounding areas.

### Understanding Limbic-Predominant TDP-43 (LATE)

- **The Leading Cause of Dementia Over Age 85:** 40% of autopsied brains contain TDP-43, and likely to coexist with AD.
- **Initial Symptoms and Spread:** olfactory and amnesic symptoms, hippocampal atrophy and amygdala pathology.

## Immune System of the Brain

- **Frontline of Defense:** microglia detect entry of the seeds of destruction, misfolded proteins that develop into AD (tau), PD (alpha-synuclein), FTD and and LATE dementia (TDP-43).
- **On Fire—Neuroinflammation:** inflammation can be neuro-protective; chronic forms are hallmarks of AD, PD, and FTD.
- **Disarming and Destroying:** refolding or engulfing and digesting the seeds of destruction (lysosomes) before they can accumulate in neurons.
- **Sleep and the Glymphatic System:** fragmented sleep, disrupted circadian rhythms, damage to the blood brain barrier, and repair by astrocytes during sleep.

- **Neuronal Stress and Proteinopathies:** as misfolded proteins accumulate in neurons, the Unfolded Protein Response protects vulnerable neurons.
- **Spread:** synaptic vesicles containing neurotransmitter and proteinopathies, spread from neuron to neuron along specific circuits, from years to decades.
- **Coexisting Disorders:** virtually all patients with dementia have accumulations of tau, the sign of dead neurons, as well as alpha synuclein, TDP-43, or both.

## Advances in Understanding Lifestyle Habits

- **Airway Protection:** evidence that the olfactory vector can be an initiating event; daily protective habits, e.g., nasal rinse, and avoidance of airborne neurotoxins that can accumulate in the olfactory bulb.
- **Improving Immune Surveillance:** understanding immune-suppressive states, role of gut microbes, and methods of moderating neuroinflammation.
- **Improving Removal of Toxic Proteins:** AD, PD, and FTD are associated with impaired lysosomal function; therapeutic lifestyle strategies.
- **Neuroprotective Nutrients:** indications that neurocognitive functions are spared; neuroprotective phytonutrients including curcumin.
- **Physical Activity:** potential dementia-protective activities, cerebral blood flow, and methods of enhancing neuronal sources of energy.
- **Sleep Habits:** microglia can seal the blood brain barrier to provide brainprotective nutrients; sleep habits and hypnotics that disrupt CSF.
- **Blue Zone Habits:** regions of the world where lifespan and brainspan are optimized; what they have in common.

## ABOUT THE INSTRUCTOR



*Mark B. Moss, Ph.D. (Chair Emeritus, Neuroscience, Boston University School of Medicine), a NIH MERIT-Award recipient, is a leading expert in evidence-based strategies to protect the aging brain. Dr. Moss was the recipient of the highest teaching award at Boston University. In his inspiring and practical presentations, he focuses on key findings, and presents them in non-technical terms.*

*In addition to Q&A in class, Dr. Moss will answer your questions during the second half of the lunch break and by email after adjournment.*