

PHOENIX, AZ Thursday, February 21
DOUBLETREE BY HILTON PHOENIX NORTH
10220 N Metro Pkwy E, 85051
(602) 997-5900

TUCSON, AZ Friday, February 22
RADISSON SUITES TUCSON
6555 E Speedway Blvd, 85710
(520) 721-7100

NON-PROFIT
U.S. POSTAGE
PAID
LOS ALTOS, CA
PERMIT #131

PSYCHOLOGICAL AND MEDICAL BENEFITS OF A PLANT-RICH DIET

LIVE SEMINAR (✓ONE)

Phoenix, Feb 21 Tucson, Feb 22

UNABLE TO ATTEND?

PURCHASE 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

- \$79 Individual Rate
- \$74 Group Rate (3 or More Persons Registering Together)
- \$89 On-Site Registration (if space is available)
- \$29 \$20 *Training Your Brain To Adopt Healthful Habits* (2019) (280 pages) — a text that provides guidelines for attaining and maintaining habits related to conscientious eating. Preorder the book to receive it onsite at this discounted rate.

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

All major credit cards are accepted:

Card # _____ Exp Date _____ / _____

Signature _____

PLEASE POST



PSYCHOLOGICAL AND MEDICAL BENEFITS OF A PLANT-RICH DIET

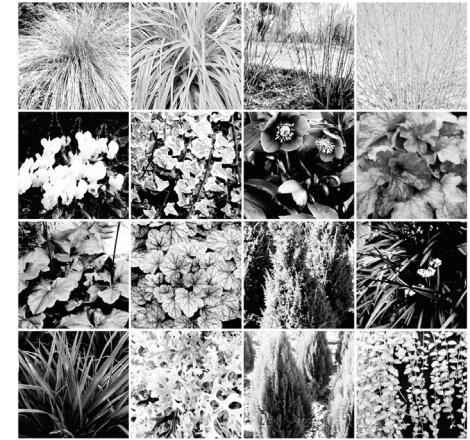
PHOENIX: Thursday, February 21

TUCSON: Friday, February 22

Topics Include:

- Disease Prevention
- Healthy Gut and Brain
- Reducing Inflammation

A New 6-Hour Program, Spring, 2019: \$79



PSYCHOLOGICAL AND MEDICAL BENEFITS OF A PLANT-RICH DIET

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.

Rescheduling: In the unlikely event (less than 1%) 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: Delivered to you within 5-7 workdays.

Online: Play or download 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/benefits_plant_diet.pdf

DEDICATED 24/7 CUSTOMER SERVICE

Call (888) 202-2938 to inquire about course content or instructors, request disability accommodations, or submit a formal grievance. To register, call (866) 652-7414.

THE IBP EXPERIENCE

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.

PSYCHOLOGICAL AND MEDICAL BENEFITS OF A PLANT-RICH DIET



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**. This program provides 6 contact hours for nurses.



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 is 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.



ACE SOCIAL WORKERS: 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 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.



CHEMICAL DEPENDENCY PROFESSIONALS: Institute for Brain Potential is approved by the NAADAC Approved Education Provider Program, Provider #102949. This program provides 6 continuing education hours (CEHs).



PHARMACISTS AND PHARMACY TECHNICIANS: 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 (.6 CEUs). UANs: 0492-0000-18-023-L04-P and 0492-0000-18-023-L04-T



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. Subject Code: 557. This program is 6 CE hours.



APPROVED PROVIDER of CONTINUING EDUCATION by The American Occupational Therapy Association, Inc. **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 0.6 AOTA CEUs or 6 contact hours. Content Level: Intermediate. Content Focus: Occupational Therapy Process (Outcomes).

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: This program is pending approval by the Texas Chapter of the **American Physical Therapy Association (APTA)** for 6 contact hours of continuing education. The Arizona State Board of Physical Therapy accepts courses approved by the APTA Chapters of other states.

MASSAGE THERAPISTS: Institute for Brain Potential is approved by NCBTMB as a CE Approved Provider, #450939-09. This course provides NCBTMB-approved 6 CE hours of Advanced Science credit. Visit <http://goo.gl/85iSwY> to learn about Advanced Science credit.

CASE MANAGERS: This program has been pre-approved by the **Commission for Case Manager Certification** to provide 6 CE contact hours to CCM® board certified case managers.

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

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 CPEUs for completion of this program. Continuing Professional Education Provider Accreditation does not constitute endorsement by CDR of a provider, program, or materials. Provider Number: BP001. CPE Level: II. Suggested Learning Codes: 2010, 2090, and 4040.

EDUCATORS: This program provides 7.5 Clock Hours of professional development toward license renewal in AZ through a cosponsorship agreement between IBP and Alliant International University, a regionally accredited institution by the Accrediting Commission for Senior Colleges and Universities. Contact your school district if you need prior approval.

This new program is designed to provide health professionals with a detailed and practical understanding of plant-based diets. Emphasis is placed on sources and properties of key phytochemicals.

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

- 1. Describe how plants confer nutrients that protect human health.*
- 2. Identify the sources and benefits of key phytochemicals.*
- 3. Discuss how longevity, and disease prevention and recurrence can be provided by a plant-rich diet.*
- 4. Describe how the health of the GI tract, heart, and brain can be enhanced by a plant-rich diet.*
- 5. Outline several steps to help a client adopt a plant-rich diet.*

Humans and Plants

- **Phytochemicals:** how the chemical compounds found in fruits, vegetables, nuts, legumes, and grains benefit the survival of plants and humans who consume them.
- **Survival Value:** how bitter-tasting chemicals improve survival value of the plants in the wild and of humans that consume them.
- **Plant Polyphenols, Stress, and Longevity:** protective effects of environmentally-stressed plants through bioactive compounds.
- **Understanding Phytochemicals:** four major categories are the carotenoids, flavonoids, ellagic acid and allium compounds.

Sources and Benefits of Key Phytochemicals

- **Carotenoids:** beta-carotene, lycopene, and lutein protect fat cells, blood, and other bodily fluids.
- **Flavonoids:** best-known examples include quercetin, (e.g., in onions), catechins (e.g., in tea), and anthocyanidins (red, purple or blue pigments such as berries, red cabbage and radish).
- **Ellagic Acid:** a natural antioxidant found in numerous fruits and vegetables including nuts, selected berries, and grapes.
- **Allium Compounds:** e.g., onion, garlic.

Benefits of a Whole Food Plant-Rich Diet

- **Longevity:** results of long-term studies for protection against specific diseases and overall survival benefits.
- **Disease Prevention:** the conditions you are least likely to develop by virtue of adopting a plant-based diet.
- **Preventing Disease Recurrence:** how a plant-rich diet can help prevent recurrence of life-threatening and benign conditions.
- **The Most Anti-Inflammatory Foods:** the Dietary Inflammatory Index and curcumin (curcuminoids), tea (catechins), cocoa (epicatechin), chili (capsacin), garlic (allicin), selected vegetables, fruit, grains, and legumes.

Benefits for Specific Conditions

- **Gut Health**
 - Promotion of gut health and integrity
 - Promotion of protective gut microbial diversity
 - Anti-inflammatory benefits
- **Cardiovascular Health:**
 - The gut-heart connection
 - Benefits for reducing chronic inflammation (inflammaging) including coronary arteries
- **Brain Health:**
 - **Inflammation:** by limiting GI inflammation, neuroinflammation is inhibited due to reduced blood-borne immune system messengers (cytokines).
 - **Neurotransmitters:** plant-based foods are critically involved in synthesizing neurotransmitters (e.g., melatonin, serotonin, and dopamine).
 - **Mood:** by reducing brain inflammation, phytochemicals (e.g., turmeric) can elevate mood.
 - **Psychological Wellbeing:** a diet based entirely on plant consumptions has been linked to a greater sense of “thriving” and “wellbeing.”
 - **Cognition:** recent research supports the finding that even modest amounts of plant-based foods can substantially slow the rate of cognitive decline.

Adoption of Plant-Rich Diets

- **Dietary Acceptability:** how plant-based foods reduce cravings, e.g., for meat.
- **Overcoming Barriers to Adoption:** how the habit of enjoying plant-rich diets is developed and maintained.
- **Common Concerns and Misconceptions:** how much protein is too little; fear of insufficient calcium, iron, and other nutrients.

ABOUT THE INSTRUCTOR



Sally Fisher, MD, MS is an Assistant Clinical Professor at the University of New Mexico in Preventive and Integrative Medicine, a Division of Internal Medicine. She is board certified in Preventive Medicine, in Integrative and Holistic Medicine, and as a Physician Nutrition Specialist. She also serves as the Medical Director at Sunrise Springs, a Santa Fe, NM wellness resort. She teaches evidence-based, innovative lectures in nutrition to health care professionals at national conferences. Health care professionals attending her programs appreciate her clinical wisdom, compassion and humor.

In addition to Q & A sessions in class, Dr. Fisher will answer your questions during the second half of the lunch break and by email after the program concludes.