INTERACTIVE WEBCAST
Saturday, July 11, 2020

Saturday, July 11, 2020, 9 AM – 4 PM EDT
You will need a computer with internet access and speakers to participate in the webcast.

ON-Demand WEBCAST
Thursday, July 16, 2020 – Sunday, August 16, 2020
Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Thursday, July 16, 2020 through Sunday, August 16, 2020. This program plus in-class exercises will be available in four convenient segments.

HOME STUDY RECORDINGS
Valid for CE until July 27, 2021
You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: July 27, 2021.

MASTERING SIXTEEN KEY HABITS OF EMOTIONALLY RESILIENT PEOPLE

The program is approved by the Florida Board of Dentistry for 6 hours of credit.

CHEMICAL DEPENDENCY PROFESSIONALS: This course has been approved by Institute for Brain Potential, as a NAADAC Approved Education Provider, for 6 CEs. NAADAC Provider #132497. Institute for Brain Potential is registered as NAADAC #132497.

PHARMACISTS & PHARMACY TECHNICIANS: Institute for Brain Potential is accredited by the Accreditation Council for Pharmacy Education as an approved continuing pharmacy education provider and the Florida Board of Pharmacy. This program is approved for 6 contact hours of continuing education for pharmacists and pharmacy technicians.

ACADEMY OF GENERAL DENTISTRY: This program is approved for 6 hours of continuing education credit for General Dental Practitioners.

DENTAL PROFESSIONALS: This program is approved by the American Dental Association’s Commission on Accreditation for 6 hours of continuing dental education credit.

MASSAGE THERAPISTS: Florida Board of Massage Therapy. The Florida Board of Massage Therapy has approved this program for 6 CE Hours.

SPEECH-LANGUAGE PATHOLOGISTS: Florida Board of Speech-Language Pathology and Audiology. CE credit for ASL is in Florida is available for only the webcast of the program. This program provides 6 hours of credit.

ACUPUNCTURISTS: This course is approved by the California Acupuncture Board, Provider Number 312435, for 6 hours of Category 1 Distance Education credit.

DIETITIANS: Institute for Brain Potential is a Continuing Professional Education (CPE) Accredited Provider by the American Dietetic Association (ADA). This program is approved for 6 Category II credits.

NURSES: Institute for Brain Potential (IBP) is accredited as a provider of continuing nursing education by the American Nurses Credentialing Commission on Accreditation. Institute for Brain Potential is approved as a provider of continuing education by California Board of Registered Nursing, Provider Number 136207. Programs that do not qualify for NCBB credit are clearly identified. Institute for Brain Potential is recognized by the ANCC as an Approved Provider for Continuing Education. This program provides 6 CE hours. 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 #5342. Programs that do not qualify for NBCC credit are clearly identified. Institute for Brain Potential is recognized by the NAADAC as an Approved Provider for Continuing Education. This program provides 6 CE hours. Institute for Brain Potential is approved as a provider of continuing education by the Florida Board of Psychology and in the state of Florida.

Four Ways To Register
1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635
3. Fax: (877) 517-8222
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 □ American Express □ Discover
Card # ___________________________ Expiration Date __/___
Signature ___________________________

CONFIRMATION NOTICES AND CERTIFICATES OF COMPLETION: We will confirm your registration immediately by email. 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.

User-Friendly Technical Support: If you are not computer savvy, we can help. Just call us anytime at (650) 488-5532. We have presented webcasts to over 100,000 health professionals since 2013.

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 behavior sciences.
FREQUENTLY ASKED QUESTIONS

Q: Is there a way to enjoy the webcasts without being at my computer for 6 hours? What if I am not free on any of the scheduled dates of the broadcasts?
Yes! First, register for the program. You will receive a link to view the program starting July 16 until August 16. 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 video/DVD technician available. 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 CD 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.

How the Habit Brain Works

• Fear-Based Habits: phobic disorders, panic disorder, PTSD, OCD and the amygdala.
• Cravings: food, nicotine, alcohol, substance use disorders; the key role of dopamine, reward expectation and the ventral striatum.
• Forming New Habits: how maladaptive and resilient emotional habits are formed and transformed; the role of the prefrontal cortex in retraining the habit brain, the basal ganglia.

Protecting Against Risks of a Runaway Habit Brain

• Protecting the Brain From Neurotoxic Stress: three brain areas at risk—the amygdala and fear, the hippocampus and short-term memory, and the prefrontal cortex and calming the habit brain.
• Protecting the Body From Stress-Related Diseases: short bursts of beneficial stress versus damaging effects of chronic stress.
• Preventing Metabolic Syndrome: chronic emotional stress can elevate cortisol, increase blood glucose, appetite and midline weight gain, and impair insulin resistance.
• Protecting the Immune System: who gets sick and who stays well is affected by emotion regulation; e.g., positive emotions prevent immune suppression.
• Protecting the Heart: chronic anger whether expressed or suppressed is linked to a higher risk of coronary artery disease; however, forgiveness or letting go of grievances can be cardioprotective.
• Avoiding Downward Emotional Spirals: characteristics of runaway habits related to fear, sadness, anxiety, and addiction when willpower is futile.
• Restraining and Retraining the Habit Brain: restoring prefrontal control of the habit brain by practicing the habits of stress resilient people.

Mastering Sixteen Key Habits of Emotionally Resilient People

• Confronting Rather Than Avoiding Fears: safe and gradual exposure to fearful situations can effectively retrain the amygdala through exposure-based desensitization.
• Reward Substitution: learning to substitute healthy pleasures for unhealthful cravings can help retrain the ventral striatum to overcome impulsive eating or substance use disorders.
• Acting Quickly to Prevent Emotional Uproar: calming emotions before they are “up and running” can turn off the acute adrenal response to threat and inhibit abnormal release of cortisol associated with stress-related disorders.
• Reframing Anxieties: key ways to rethink and restate issues that perpetuate generalized anxiety to increase prefrontal control over maladaptive habits such as “what if” thinking and rumination.
• Overcoming Anxiety: the mental habits of being able to process worries by writing them down, sharing them with a confidant, and limiting them to situations over which there is control.
• Overcoming Anger: the mental habits of identifying the health risks of anger (hypertension, heart attack, stroke, immune suppression) and the health benefits of letting go of grievances.

• Overcoming Sadness: the depression-resistant mindset includes the view that one’s problems are not personal, persistent, or pervasive.
• Reducing Cravings: mental states that prevent dopamine deprivation by healthy pleasures and meaningful pursuits to enhance satisfaction via the brain’s natural opiates; craving without satisfaction is an addictive state; satisfaction without craving is an enlightened state.
• Generating Positive Emotions: the benefits of acquired optimism; looking forward to joy and enjoyment, humor and finding sources of amusement and laughter in everyday life.
• Practicing Social-Emotional Habits That Facilitate Emotional Resilience: saying “this can wait” when handling multiple deadlines, saying “no thanks” when you need to set reasonable limits, and how and with whom you spend time.
• Practicing Positive Psychology Through Self-Aware Emotions: the joy-enhancing effects of empathy, gratitude, and compassion.
• Listening Mindfully: non-judgmental awareness improves the ability to hear what is being said.
• Speaking Mindfully: without attacking or defending one’s position, emotional resilience is enhanced in both the speaker and listener by sharing how you feel instead of blaming.
• Acceptance When Change Is Unlikely: the wisdom of the serenity prayer; accepting qualities in others and in oneself that are unlikely to change and moving on.
• Energizing Habits: physical activity, acting like a powerful drug, can be energizing when taken in the right dose; emotionally resilient people engage in physical activity to curtail acute stress and manage chronic stress; preparing for real stressors by staying in shape.
• Improving Sleep: processing and reframing thoughts that keep us awake, creating quiet time, and practicing sleep rituals and sleep meditation.

ABOUT THE INSTRUCTOR

Kateri McRae, Ph.D., is Associate Professor of Psychology at the University of Denver, and an expert in the study of emotion regulation. Her work includes the role of brain images to reveal how emotional resilience and maladaptive emotions are organized in the brain and practical approaches to improving emotional self-control.

Dr. McRae’s lectures are highly regarded by health professionals. Her programs are both practical and inspirational. Using fascinating case histories, film clips, and her skills as an actress, Dr. McRae uses innovative teaching methods that make her presentations highly memorable and enjoyable, and are designed to enhance emotional resilience in health professionals and their patients.

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