

# LIVE WEBCAST FRIDAY, FEBRUARY 15, 2019

## LIVE WEBCAST

Friday, February 15, 2019, 9 AM – 4 PM PST

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

## ON-DEMAND WEBCAST

Wednesday, February 20, 2019 – Wednesday, March 20, 2019

Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Wednesday, February 20, 2019 through Wednesday, March 20, 2019. The 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

✓one:

- Live Webcast with CE Credit: Friday, February 15, 2019
- On-Demand Webcast with CE Credit: February 20, 2019 – March 20, 2019

Purchase of Recordings with Home Study CE Credit: through July 27, 2021

- 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](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

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**. 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 social work continuing education by the Association of Social Work Boards (ASWB) [www.aswb.org](http://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.

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. Institute for Brain Potential (IBP) is recognized by the **New York State Education Department's State Board for Mental Health Practitioners** as an approved provider of continuing education for licensed mental health counselors. #MHC-0134. Institute for Brain Potential (IBP) is recognized by the **New York State Education Department's State Board for Mental Health Practitioners** as an approved provider of continuing education for licensed marriage and family therapists. #MFT-0068. This program provides 6 contact hours.

**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 6 contact hours. Content Level: Intermediate. Content Focus: Domain of OT (Areas of Occupation and Performance Patterns) and Occupational Therapy Process (Intervention). This course is approved by the **FL Board of Occupational Therapy** for 6 hours of credit.

**CHEMICAL DEPENDENCY PROFESSIONALS:** Institute for Brain Potential is approved by the NAADAC Approved Education Provider Program, Provider #102949. This program is 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 live webcast is a knowledge-based activity with UANs 0492-0000-19-024-L04-P and 0492-0000-19-024-L04-T. The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-18-053-H04-P and 0492-0000-18-053-H04-T. Initial Release Date: 07/27/2018. Planned Expiration Date: 07/27/2021. 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 12/01/18 – 11/30/24. Provider ID# 312413. This program provides 6 hours of CE credit. Subject Code: 557. Initial Release Date: 07/27/2018. Planned Expiration Date: 07/27/2021. 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**. Institute for Brain Potential 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**. Institute for Brain Potential is an **Illinois Department of Professional Regulation** Approved CE Sponsor for PTs and PTAs, #216.000210. This program is pending approval by the TX chapter of the **American Physical Therapy Association (APTA)**. 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 live webcast of the program. This program provides 6 CE hours.

**ACUPUNCTURISTS:** This course is pending approval by the **California Acupuncture Board**, Provider Number 565, for 6 hours of Category I distance education credit.

**DIETITIANS:** Institute for Brain Potential is a Continuing Professional Education (CPE) Accredited Provider with the **Commission on Dietetic Registration (CDR)**. CDR Credentialed Practitioners will receive 6 Continuing Professional Education units (CPEUs) for completion of this activity. Provider Number: BF001. CPE Level: undefined. Suggested Learning Codes: undefined. CDR-approved credit is available for only the live webcast of the program.

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



# MASTERING SIXTEEN KEY HABITS OF EMOTIONALLY RESILIENT PEOPLE

## A 6-Hour Program for Health Professionals

**Live Webcast Schedule:** The date of the live webcast is Friday, February 15, 2019, 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, February 20, 2019 until Wednesday, March 20, 2019. 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: July 27, 2021. Self-study credit is available for all California-licensed health professions listed on the brochure except dietitians and massage therapists. We anticipate shipments of CDs/DVDs will take place after March 20, 2019.

**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 request a full refund less a \$15 processing 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.

**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 behavioral sciences.

# MASTERING SIXTEEN KEY HABITS OF EMOTIONALLY RESILIENT PEOPLE

## 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 February 15, the date of the broadcast?**

Yes! First, register for the program. You will receive a link to view the program starting February 20 until March 20. 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.

*Emotional resilience involves the ability to withstand and rapidly rebound from psychological stress.*

*Advances in the brain and behavioral sciences have revealed the critical role of emotional habits in response to threat, fear, anxiety, sadness, addiction, and cravings.*

*Health professionals working in medical, dental, and behavioral health practices and educators should be able to:*

- 1. Identify how the brain acquires maladaptive and resilient emotional habits.*
- 2. Name several health benefits of emotionally resilient habits.*
- 3. Describe habits of emotionally resilient people including confronting fears, reward substitution, and preventing emotional uproar.*
- 4. Describe habits of emotionally resilient people including reframing and overcoming anxiety, anger and sadness.*
- 5. Describe habits that facilitate the generation of positive emotions, positive psychology and self-aware emotions.*
- 6. Describe habits that focus on present-centered mindful listening, speaking, acceptance and energizing habits.*

## 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

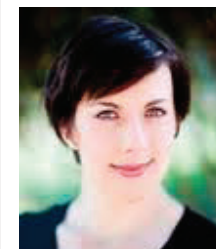
- **Protecting the Brain From Neurotoxic Stress:** three brain areas at risk—the amygdala and fear, the hippocampus and short-term memory, and the prefrontal cortex and calming the habit brain.
- **Protecting the Body From Stress-Related Diseases:** short bursts of beneficial stress versus damaging effects 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 unhealthy 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 Assistant 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.*