

INTERACTIVE WEBCAST

FRIDAY, DECEMBER 13, 2019

INTERACTIVE WEBCAST

Friday, December 13, 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, December 18, 2019 – Saturday, January 18, 2020

Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Wednesday, December 18, 2019 through Saturday, January 18, 2020. The program plus in-class exercises will be available in four convenient segments.

HOME STUDY RECORDINGS

Valid for CE until August 1, 2022

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: August 1, 2022

REMEMBERING, FORGETTING AND PROTECTING THE AGING BRAIN

✓one:

☐ Interactive Webcast with CE Credit: Friday, December 13, 2019

☐ On-Demand Webcast with CE Credit: December 18, 2019 – January 18, 2020

Purchase of Recordings with Home Study CE Credit: through August 1, 2022

☐ 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

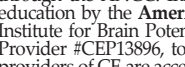
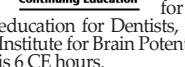
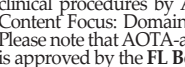
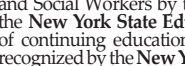
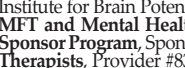
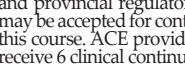
1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635
(make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

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**. 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, ACE Approval Number: 1160, is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved as ACE providers. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. Institute for Brain Potential maintains responsibility for this course. ACE provider approval period: 11/11/17 – 11/ 11/20. Social workers completing this course receive 6 clinical continuing education credits. 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 **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 is approved as a provider of CE for Counselors and Social Workers by the **Ohio CSWMFT Board**. Institute for Brain Potential (IBP) 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 #SW-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 (Performance Skills) and Occupational Therapy Process (Evaluation). Please note that AOTA-approved credit is only available for CDs and DVDs of the program. This course is approved by the **FL Board of Occupational Therapy** 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 #102949. Institute for Brain Potential is responsible for all aspects of its programming.

PHARMACISTS & PHARMACY TECHNICIANS: Institute for Brain Potential 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 0492-0000-18-003-L04-P and 0492-0000-18-003-L04-T. The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-19-067-H04-P and 0492-0000-19-067-H04-T. Initial Release Date: 08/01/2019. Planned Expiration Date: 08/01/2022. 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: 08/01/2019. Planned Expiration Date: 08/01/2022. 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: Institute for Brain Potential is approved 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. Institute for Brain Potential 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 is approved 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 webcast of the program. This program provides 6 CE hours.

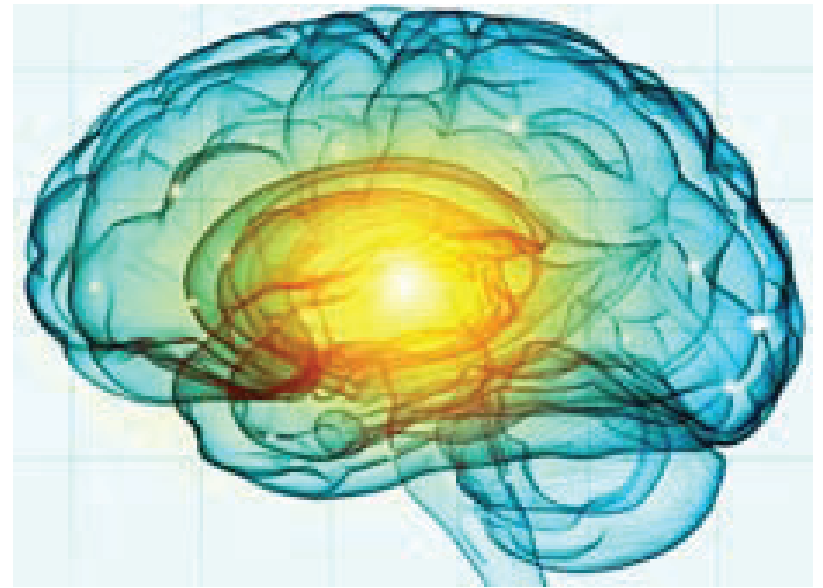
ACUPUNCTURISTS: This course is approved by the **California Acupuncture Board**, Provider Number 565, for 6 hours of Category 1 distance education credit. Please note that live credit is not available for this webcast.

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: BP001. CPE Level: I. Suggested Learning Codes: 5100, 5300, 5370, and 6010. 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. 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.



REMEMBERING, FORGETTING AND PROTECTING THE AGING BRAIN

A 6-Hour Program for Health Professionals

Interactive Webcast Schedule: The date of the interactive webcast is Friday, December 13, 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, December 18, 2019 until Saturday, January 18, 2020. 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: August 1, 2022. 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 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.

REMEMBERING, FORGETTING AND PROTECTING THE AGING BRAIN

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 December 13, the date of the broadcast?

Yes! First, register for the program. You will receive a link to view the program starting December 18 until January 18. 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.

This 6-hour program presents advances in identifying who develops memory loss and advances in protecting the aging brain decades before the onset of cognitive decline.

Participants completing this program should be able to identify:

- 1. Distinguish between impairment of short-term, working, and long-term memory.*
- 2. Outline an evidence-based strategy to protect short-term, working, or long-term memory.*
- 3. Describe how the habit brain plays a role in either major depression, addictive disorders, obsessive-compulsive disorders or posttraumatic stress disorder.*
- 4. Characteristic cognitive impairments in Alzheimer's disease.*
- 5. List several advances in protecting the aging brain.*

Short-Term Memory

remembering what happened recently

- **Brains At Risk:** alcohol blackout, seizure, concussion, benign cognitive impairment, Alzheimer's disease.
- **Protecting Short-Term Memory:** recoding, rehearsal, neurogenesis of hippocampal neurons through lifestyle, e.g., exercise.

Working Memory

remembering what to do next

- **Brains At Risk:** normal aging after age 49, frontal lobe pathology, neurodegenerative disorders including Alzheimer's disease.
- **Protecting Working Memory:** activities that improve concentration and reduce distraction, e.g., mindfulness training, task reminders; how to improve cognitive reserve by activating new areas of prefrontal cortex.

Long-Term Memory

the memories of our lives

- **Brains At Risk:** damage to association cortex due to brain injury, stroke, or dementia (Alzheimer's disease, multi-infarct and frontotemporal dementia).
- **Protecting Long-Term Memory**
 - **Caffeine and Glucose:** caffeine can aid retrieval but go light on sugar due to adverse effects on brain glucose.
 - **Physical Activity:** moderately intense physical activity protects the brain's vascular system, improves glucose regulation, and stimulates nerve growth factors.
 - **Restorative Sleep:** a key function of slow wave sleep is the removal of toxins such as amyloid; REM sleep aids long-term memory.
 - **Neurocognitive Activities:** most brain-training activities are of no benefit, but a few are beneficial.

Habit-Based Memories

habits are critical for brain health

- **Brains At Risk:** adverse childhood experiences, depression, post-traumatic stress, obsessive compulsive spectrum disorders, and addictive disorders create maladaptive habits involving the habit brain, the basal ganglia.
- **Reprogramming the Habit Brain:**
 - **Major Depression:** automatic habitual thoughts trigger mood changes; how cognitive behavioral therapy retrains cortical and subcortical habit circuits.
 - **Addictive Habits:** reducing the need for immediate gratification for food and substances via prefrontal cortex control over the dopamine striatum.
 - **Obsessive-Compulsive Habits:** desensitization training can modify the habit brain by extinguishing and retraining a subcortical circuit.
 - **Posttraumatic Habits:** activities that inhibit the fear-based amygdala through the slower, proactive prefrontal cortex.

Advances In Prevention

most dementias take decades to develop

- **Cognitive Domains:** memory impairment must also accompany impairment in reasoning, spatial ability, abstraction, language, or impulse control to diagnose dementia.
- **Understanding Alzheimer's Disease:** in most cases, onset occurs decades before disabling symptoms arise, thus risk reduction strategies are critical; the risk factors are the same for most dementias.
- **Early Detection:** the 5-minute neuropsychological test that is 93% accurate in predicting who will develop Alzheimer's disease.
- **Reducing Inflammation and Protecting the Aging Brain:** extracellular amyloid and intracellular tangles are inflammatory and endanger the aging brain; an anti-inflammatory lifestyle is attainable and sustainable
 - **Neuroprotective Nutrients:** curcumin (curcuminoids), cocoa (epicatechin) and resveratrol (stilbenoids), long-chain omega 3 fatty acids, low glycemic starches and fibers, vitamins A, B12, C, D3, and E, copper, iron and zinc; the Dietary Inflammatory Index.
 - **Neuroprotective Exercise:** a review of 35 studies regarding intensity, type, and frequency of exercise.
 - **Neuroprotective Sleep:** a review of 52 trials linking cognitive impairment to sleep duration; too little can impair amyloid clearance; too much sleep increases risk of metabolic disorders.
 - **Neuroprotective Mental Activities:** the neural network is enhanced by the mental activity identified with a person's social network; what cognitive challenges are most beneficial?

ABOUT THE INSTRUCTOR



Stuart Zola, Ph.D. is an internationally recognized expert in the neural foundation of memory, memory impairments and Alzheimer's Disease. Dr. Zola Co-Directed the Alzheimer's Disease Research Center at Emory University and is currently conducting research and practical applications to provide early detection of cognitive decline associated with Alzheimer's Disease.

An outstanding and highly sought-after speaker, he artfully combines his knowledge of brain science with his natural sense of humor, social acumen and favorite hobby, sleight-of-hand magic.

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