

INTERACTIVE WEBCAST THURSDAY, NOVEMBER 18, 2021

INTERACTIVE WEBCAST

Thursday, November 18, 2021, 9 AM – 4 PM (PST)

View the live presentation of this program on your phone, tablet, or computer to earn live CE credit.

ON-DEMAND WEBCAST

Tuesday, November 23 – Thursday, December 23, 2021

Download or view the recorded presentation in four convenient segments on a phone, tablet, or computer from Tuesday, November 23, 2021 through Thursday, December 23, 2021 to earn home study credit. Release Date: 08/24/19. Planned Expiration Date: 08/24/22.

HOME STUDY RECORDINGS

Valid for CE until August 24, 2022

Listen to the recorded lecture on audio CDs or view it on audio-visual DVDs at your convenience to earn home study credit. Release Date: 08/24/19. Planned Expiration Date: 08/24/22.

AGING, MEMORY AND SUPERAGERS

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- Interactive Webcast with CE Credit: Thursday, November 18, 2021
- On-Demand Webcast with CE Credit: November 23, 2021 – December 23, 2021
- Purchase of Recordings with Home Study CE Credit: through August 24, 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) _____

TUITION

- \$79 Pre-Registration Rate
- \$89 Registration on the Day of the Program
- \$29 *Training Your Brain To Adopt Healthful Habits* (2019) (296 pages) – a text that explains how the part of the brain that forms new habits can be trained to protect the aging brain and memory-related habits.

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 nursing continuing professional development 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 recognized by the New York State Education Department's State Board for Psychology as an approved provider of continuing education for licensed psychologists #PSY-0090. IBP is approved as a provider of continuing education by the Florida Board of Psychology. This course provides 6 contact 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. The interactive webcast provides 6 clock hours of live CE credit. Note: NBCC-approved home study CE credit is not available for the recordings of the webcast.

ACE 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: 11/11/20 – 11/11/23. 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 (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 marriage and family therapists. #MFT-0068. The Ohio CSWMFT Board accepts continuing education programs approved by NBCC for counselors and ASWB for social workers. 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 (.6 AOTA CEUs). Content Level: Intermediate. Content Focus: Domain of OT (Performance Skills) and Occupational Therapy Process (Evaluation). 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 0492-0000-19-075-L04-P and 0492-0000-19-075-L04-T. The on-demand webcast and home study CDs/DVDs are knowledge-based activities with UANs 0492-0000-19-076-H04-P and 0492-0000-19-076-H04-T. Initial Release Date: 08/24/2019. Planned Expiration Date: 08/24/2022. 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: This program provides 6 CE hours. 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.

PACE 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: 557
 Release Date: 08/24/19. Expiration Date: 08/24/22

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 pending approval by Texas 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.

MESSAGE 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 interactive 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 interactive 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.



AGING, MEMORY AND SUPERAGERS A 6-Hour Program for Health Professionals

Interactive Webcast Schedule: The date of the interactive webcast is Thursday, November 18, 2021, 9 AM, Pacific Standard Time. Sign-in: 8:30 – 9 AM, program starts: 9 AM, lunch break: 11:30 AM, online Q & A: 12 – 12:30 PM, lecture resumes: 12:30 PM, adjournment: 4 PM. 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 Tuesday, November 23, 2021 until Thursday, December 23, 2021. Registrants who sign up for the interactive 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 24, 2022.

Confirmation Notices and Certificates of Completion: Registration confirmations, certificates of completion, evaluation forms, and posttests are emailed or mailed. Please attend even if you do not receive a confirmation. Successful completion includes: 1) Participating in the interactive webcast, viewing the on-demand webcast or DVD recording, or listening to the CD recording, 2) Submission of the evaluation form and post-test by email or mail, and 3) Receiving a passing score of 70% on the post-test. You may retake the exam without penalty or fee. No partial credit will be given.

Transfers and Cancellations: Registrants wishing to transfer or cancel have four options: 1) Transfer to alternate date of the webcast, 2) Transfer to another scheduled webcast, 3) Receive a full-value voucher good for one year for any live or recorded program, or 4) Obtain a full refund minus a \$15 fee by submitting a refund request in writing or by email at refund@ibpceu.com.

24/7 Customer Service: Call (888) 202-2938 to ask about course content, instructors, corrections, grading, problem resolution, provide comments, request disability accommodations, submit a formal grievance, or remove your name from a list. To view detailed agenda for the webcast and system requirements to participate in the program, visit: www.ibpceu.com/info/sagi.pdf

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.

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 November 18, the date of the broadcast?

Yes! First, register for the program. You will receive a link to view the program starting November 23 until December 23. 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 program focuses on the habits of SuperAgers, seniors with outstanding memory and of people who live long and healthy lives.

Learn why lifestyle habits are more important than genes in influencing who retains outstanding mental capabilities, who develops mild cognitive impairment and who develops dementia.

This new program includes lifestyle factors that protect the aging brain from neurodegenerative disorders and neurotoxic stress.

Participants completing this program should be able to identify:

- 1. Lifestyle habits that can protect short-term, long-term and "working" memory.*
- 2. Cognitive habits that protect against neurotoxic stress that can occur in stress related disorders including major depression, trauma, PTSD, and addictive disorders.*
- 3. Lifestyle habits of SuperAgers associated with exceptional health.*
- 4. Habits of people who are most likely to live to be 100.*

Neurodegenerative Disorders

- **Brains At-Risk:** 1 in 3 seniors die with Alzheimer's disease or another dementia; lifestyle is far more important than genes.
- **Key Initial Symptoms of Leading Dementias:**
 - **Alzheimer's Disease:** short-term memory.
 - **Frontotemporal Dementia:** personality/language.
 - **Parkinson's Dementia:** REM sleep disorder.
 - **Vascular Dementia:** visuospatial and short-term memory.
 - **Limbic Dementia (LATE):** mimics Alzheimer's.
- **Protecting Working Memory:** what we need to remember now; age-related distraction and its remedies.
- **Protecting Short-Term Memory:** what we need to remember today; toxic stress, cortisol, and the vulnerable hippocampus.
- **Improving Long-Term Memory:** daily activities to help retrieve names, facts, faces and information we need to know.

Preventing Neurotoxic Stress

- **Stress, Inflammation and the Immune System:** chronic inflammation in medical, dental, and behavioral practices.
- **Emotion Regulation:** how mood swings represent a loss of control over prefrontal cortex that, in turn, results in loss of control of the limbic system and basal ganglia, the habit brain.
- **Depression:** risks of major depression and Alzheimer's are greater in woman; cortisol toxicity and short-term memory; rumination and long-term memory; developing stress-resilient habits.
- **Trauma and PTSD:** how traumatic memories are replayed; how to desensitize intrusive fear-based memories.
- **Addiction-Related Disorders:** craving, binge drinking, eating, and use of addictive substances; role in cognitive impairment; restraining and retraining the habit brain.
- **Stress Resilient Habits:** pathways to improving predictability, control, and social support that inhibit inflammatory emotions.

Lifestyle Habits

- **Diet**
 - **Mediterranean, Okinawan and other Diets.**
 - **Nutrients and the Aging Brain:** natural sources of trace elements, vitamins, antioxidants.

- **Anti-inflammatory Agents:** curcumin, sirtuins, caffeine, cocoa, chili, ginger, and green tea.
- **Meals:** regular times, small portions, social eating and similarity to intermittent fasting.
- **Sleep**
 - **Pre-Sleep Rituals that Calm an Overactive Brain.**
 - **Maintaining Sleep:** curtailing anxiety-based "what if" thoughts and depressive ruminating.
 - **Restorative Sleep:** waking up with the sun, regular physical activity and consistent bed times.
 - **Meals:** regular times for eating, savoring, and small portions.
- **Psychological**
 - **Positive Mindset:** happiness and wellbeing protect the aging brain from neurotoxic stress.
 - **Resilience:** belief in capacity to change increases insight and daily outlook.
 - **Awareness Without Judgment:** a present-centered calm and mindful enjoyment of everyday activities.
- **Physical Activity: It is Never Too Late**
 - **The Best Predictor of Healthy Longevity:** regular, moderately challenging, varied and enjoyable.
 - **Strong for Life:** striking benefits of resistance training: pain reduction, fall prevention, preventing loss of muscle and osteoporosis.
 - **Aerobics:** improves executive function, especially in women; brain glucose and preserving cognition.
- **Habit Formation and Practice:** key principles.

ABOUT THE INSTRUCTOR



Mark B. Moss, Ph.D. (Chair Emeritus, Neuroscience, Boston University School of Medicine), NIH MERIT-Award recipient, is a leading expert in evidence-based strategies to protect the aging brain. His recent publications are among the first to demonstrate a cognitive benefit for the aging brain related to curcumin, a key anti-inflammatory nutrient.

Dr. Moss was the recipient of the highest teaching award at the Medical School. In his inspiring and practical presentations, he distills key findings, presenting them in non-technical terms. Dr. Moss makes his lectures memorable through the use of fascinating case histories and translation of research into positive habits. His programs include "Memory: How it Works, How It Fails and How to Improve it" and "Understanding Executive Functions." Participants receive a detailed outline for all lecture topics that has been prepared by Dr. Moss.

In addition to Q & A sessions in class, Dr. Moss will answer your questions by email after the program concludes.