

LIVE WEBCAST

THURSDAY, OCTOBER 24, 2019

LIVE WEBCAST

Thursday, October 24, 2019, 9 AM – 4 PM PDT

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

ON-DEMAND WEBCAST

Tuesday, October 29, 2019 – Friday, November 29, 2019

Participants interested in on-demand, self-study learning including continuing education credit may register to download the recording of the program from Tuesday, October 29, 2019 through Friday, November 29, 2019. The program plus in-class exercises will be available in four convenient segments.

HOME STUDY RECORDINGS

Valid for CE until August 24, 2022

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: August 24, 2022

AGING, MEMORY, AND SUPERAGERS

✓one:

- Live Webcast with CE Credit: Thursday, October 24, 2019
- On-Demand Webcast with CE Credit: October 29, 2019 – November 29, 2019
- 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) _____

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

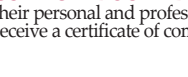
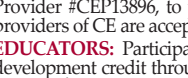
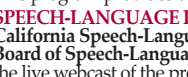
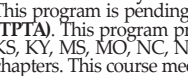
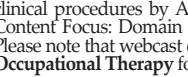
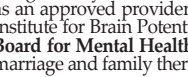
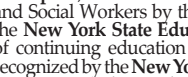
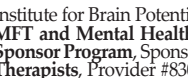
1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635
(make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

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, 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.

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 webcast does not qualify for AOTA CEUs. 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 0492-0000-19-075-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: 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: 08/24/2019. Planned Expiration Date: 08/24/2022. 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 pending approval by the TX chapter of the **American Physical Therapy Association (TPTA)**. 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 live and 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: BP001. CPE Level: I. Suggested Learning Codes: 5100, 5300, 5370, and 6010. 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.



AGING, MEMORY, AND SUPERAGERS

A 6-Hour Program for Health Professionals

Live Webcast Schedule: The date of the live webcast is Thursday, October 24, 2019, 9 AM, Pacific Daylight 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 Tuesday, October 29, 2019 until Friday, November 29, 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: August 24, 2022. 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 November 29, 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.

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 October 24, the date of the broadcast?

Yes! First, register for the program. You will receive a link to view the program starting October 29 until November 29. 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 in terms of overall risk.
- **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; 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 eating 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.