

IDAHO FALLS, ID Wednesday, April 19
SNAKE RIVER EVENT CENTER AT THE SHILO INN
780 Lindsay Blvd, 83402
(208) 497-0611

TWIN FALLS, ID Thursday, April 20
HILTON GARDEN INN TWIN FALLS
1741 Harrison Street North, 83301
(208) 733-8500

BOISE, ID Friday, April 21
HILTON GARDEN INN BOISE SPECTRUM
7699 W Spectrum St, 83709
(208) 376-1000



PROTECTING SHORT-TERM MEMORY AND OTHER FORMS OF MEMORY AS WE AGE: PRACTICAL NEUROSCIENCE

LIVE SEMINAR (✓ONE)

Idaho Falls, Apr 19 Twin Falls, Apr 20 Boise, Apr 21

UNABLE TO ATTEND?

PURCHASE RECORDINGS WITH HOME STUDY CE CREDIT (✓ONE)

CDs DVDs Online

Name (PLEASE PRINT) _____

Home Address _____

City/State _____ Zip _____

Work Phone (____) _____ Home Phone (____) _____

Email _____

Profession(s) _____

TUITION

- \$84 Individual Rate
- \$79 Group Rate (3 or More Persons Registering Together)
\$94 On-Site Registration (if space is available)
- \$29 \$20 *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 improve health-related habits. Preorder the book to receive it onsite at this discounted rate.

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)

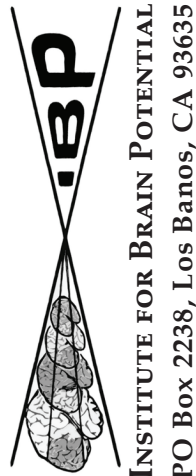
Purchase orders are accepted. IBP tax identification number: 77-0026830

All major credit cards are accepted:

Card # _____ Exp Date _____ / _____

Signature _____

PLEASE POST



PROTECTING SHORT-TERM MEMORY AND OTHER FORMS OF MEMORY AS WE AGE: PRACTICAL NEUROSCIENCE

IDAHO FALLS: Wednesday, April 19

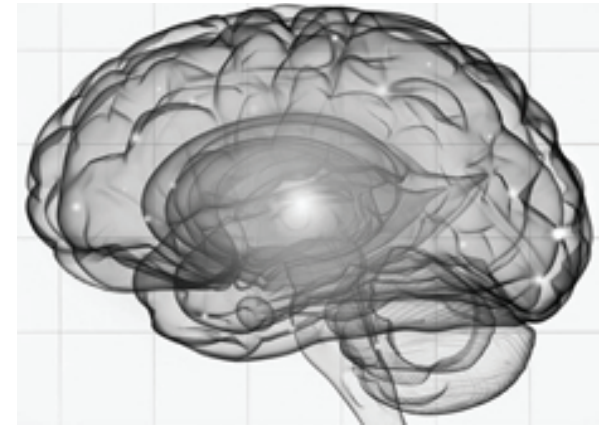
TWIN FALLS: Thursday, April 20

BOISE: Friday, April 21

Topics Include:

- Short-Term Memory
- Working Memory
- Long-Term Memory

A New 6-Hour Program, Spring, 2023: \$84



PROTECTING SHORT-TERM MEMORY AND OTHER FORMS OF MEMORY AS WE AGE: PRACTICAL NEUROSCIENCE

A 6-Hour Program for Health Professionals

LIVE SEMINARS

Schedule: Check-in: 8:15–9 AM, program starts: 9 AM, lunch (on own): 11:30 AM, Q & A and discussion with instructor: 12-12:30 PM, lecture resumes: 12:30 PM, adjournment: 4 PM. Some programs sell out. Please register early.

Group Registration: The discount is for three or more guests enrolling together prior to the seminar date. Please complete a separate registration form for each person.

Transfers: You or members of your group can attend on different dates if there is space.

Parking: Complimentary parking is available unless indicated in the brochure.

Unable to Attend? You have three options: 1) Transfer to an alternate location, space permitting, 2) Receive a full-value voucher for any live or recorded lecture for up to a year, or 3) Request a full refund minus a \$15 fee. Refund requests should be made in writing or by e-mail at refund@ibpceu.com.

Rescheduling: In the unlikely event a seminar cannot be held (e.g., unforeseeable Covid restrictions), it will be rescheduled. No IBP seminar has ever been canceled as the result of low attendance.

Certificates and Confirmations: Certificates of completion are provided at the time of adjournment; successful completion includes full attendance and submission of the evaluation form. No partial credit is given. Confirmation notices are emailed or mailed.

RECORDED PROGRAMS

CDs and DVDs: Delivered to you within 5-7 workdays.

Online: Play or download on all devices. Need help? Call (866) 652-7414.

CE Credit: National/state boards approved CE is available for most health professions including nursing, psychology, social work, counseling, MFT, dental, and pharmacy. View CE approvals and additional information for this home study program at: http://www.ibpceu.com/info/protecting_memory.pdf

DEDICATED 24/7 CUSTOMER SERVICE

Call (888) 202-2938 or email info@ibpceu.com to inquire about course content or instructors, request disability accommodations, or submit a formal grievance. To register, call (866) 652-7414.

THE IBP EXPERIENCE

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.

PROTECTING SHORT-TERM MEMORY AND OTHER FORMS OF MEMORY AS WE AGE: PRACTICAL NEUROSCIENCE



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**. 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.



COUNSELORS & MARRIAGE AND FAMILY THERAPISTS: 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 CE clock hours.



SOCIAL WORKERS: 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.



CHEMICAL DEPENDENCY PROFESSIONALS: This course has been approved by Institute for Brain Potential, as a NAADAC Approved Education Provider, for 6 CE's. NAADAC Provider #102949, Institute for Brain Potential is responsible for all aspects of its programming.



PHARMACISTS AND PHARMACY TECHNICIANS: Institute for Brain Potential is accredited by the **Accreditation Council for Pharmacy Education** as a provider of continuing pharmacy education. This knowledge-based activity provides 6 contact hours (.6 CEUs). UANs: 0492-0000-22-102-L04-P and 0492-0000-22-102-L04-T



DENTAL PROFESSIONALS: This program provides 6 hours of continuing education credit.



PACE ACADEMY of GENERAL DENTISTRY PROGRAM APPROVAL FOR CONTINUING EDUCATION
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.



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 0.6 AOTA CEUs or 6 contact hours. Content Level: Intermediate. Content Focus: Domain of OT (Performance Skills) and Occupational Therapy Process (Evaluation).

NURSING HOME ADMINISTRATORS: Institute for Brain Potential is a *Certified Sponsor* of professional continuing education with the NAB and has approved this program for 6 clock hours under its sponsor agreement with NAB/NCERS. State licensure boards, however, have final authority on the acceptance of individual courses.

PHYSICAL THERAPISTS: This program is pending approval by the Texas chapter of the **American Physical Therapy Association (APTA)**. The **ID Physical Therapy Licensure Board** accepts CE courses approved by APTA chapters of other states. This program provides 6 contact hours of CE.

SPEECH-LANGUAGE PATHOLOGISTS: This program is designed to be relevant to speech-language pathology. Participants will receive a certificate for completing this 6-hour program.

MASSAGE THERAPISTS: Institute for Brain Potential is approved by NCBTMB as a CE Approved Provider, #450939-09. This course is pending approval by NCBTMB for 6 CE hours.

CASE MANAGERS: This program has been submitted to the **Commission for Case Manager Certification** for approval to provide board certified case managers with 6 CE contact hours.

PHYSICIAN ASSISTANTS: This educational activity provides 6 hours of Category 2 CME credits.

DIETITIANS: IBP is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR). Registered dietitians (RDs) and dietetic technicians, registered (DTRs) will receive 6 CPEUs for completion of this program. Continuing Professional Education Provider Accreditation does not constitute endorsement by CDR of a provider, program, or materials. Provider Number: BP001. CPE Level: I. Suggested Learning Codes: 5100, 5300, 5370, and 6010.

ALLIED HEALTH PROFESSIONS: Naturopathic Physicians, Veterinarians, Prosthetists, Orthotists, and Chiropractors receive a Certificate of Completion for this 6-hour program. Please contact your regulatory board to determine course approval.

EDUCATORS: educators in ID can earn 7.5 Contact Hours for successfully completing this program.

This new 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:

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. Identify 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



C. Brock Kirwan, Ph.D. is Associate Professor in the Department of Psychology and Neuroscience Center at Brigham Young University and directs the MRI Research Facility. Dr. Kirwan is an expert in how long-term memories are formed, retrieved, and used to guide decision-making. He has also studied how appetite, physical activity, and sleep affect memory storage and retrieval.

Dr. Kirwan teaches an acclaimed series of programs at Brigham Young University that include an understanding of how memory works, how it breaks down and how it can be improved. Health professionals appreciate Dr. Kirwan's natural ability to translate advances in brain research in practical terms.