

# How The Brain Forms New Habits: Why Willpower Is Not Enough

## A 6-Hour Home Study Program for Health Professionals



**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**. IBP is approved as a provider of continuing education by the **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 credit. 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 **FL Board of Psychology**. This course provides 6 contact hours of CE credit.



**COUNSELORS, SOCIAL WORKERS & MFTs:** Institute for Brain Potential, Provider Number: 1160, is approved as an ACE provider to offer social work continuing education by the **Association of Social Work Boards (ASWB)** Approved Continuing Education (ACE) program. Regulatory boards are the final authority on courses accepted for continuing education credit. ACE provider approval period: 11/11/23 - 11/11/26. Social workers completing this course receive 6 clinical continuing education credits.

Institute for Brain Potential is approved as a provider of CE by **FL Board of Clinical Social Work, MFT and Mental Health Counseling** and by **IL Dept. of Professional Regulation** MFT CE Sponsor Program, Sponsor #168.000183. 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. The **Ohio CSWMFT Board** accepts ASWB-approved continuing education programs for social workers. This program provides 6 contact hours.



**CHEMICAL DEPENDENCY PROFESSIONALS:** 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**. IBP is approved as a provider of continuing education by the **California Board of Registered Nursing**, Provider #CEP13896, and **Florida Board of Nursing**. This program provides 6 contact hours.



**PHARMACISTS:** Institute for Brain Potential is accredited by the **Accreditation Council for Pharmacy Education** as a provider of continuing pharmacy education. This knowledge-based activity is designated for 6 contact hours (0.6 CEUs). UAN: 0492-0000-23-049-H04-P. 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**. IBP is approved as a provider of CE by the **Florida Board of Dentistry**.



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.  
12/01/24 to 11/30/30  
Provider ID# 312413.  
AGD Subject Code: 550.



**OCCUPATIONAL THERAPISTS AND ASSISTANTS:** Institute for Brain Potential is an AOTA Approved Provider of professional development. PD activity approval ID# 8322. This Distance Learning-

Independent activity is offered at 0.6 CEUs or 6 contact hours (Introductory, OT Service Delivery, Foundational Knowledge). AOTA does not endorse specific course content, products, or clinical procedures. This course is approved by the **Florida Board of Occupational Therapy** for 6 hours of credit.

**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. This program is approved by Texas chapter of the **American Physical Therapy Association (APTA)** for 6 contact hours of continuing education credit. Approval Expires: 09/18/2026. 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 program meets the criteria for physical therapy continuing education in CT, IA, MO, MT, NE, NH, OR, and WA. This program provides 6 contact hours of continuing education credit.

**MASSAGE THERAPISTS:** Institute for Brain Potential is approved as provider of continuing education 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 approved as a provider of continuing education by the **CA Speech-Language Pathology and Audiology Board (SLPAB)**, #PPDP247, and by **KS Health Occupations Credentialing**. 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 (home study) credit. Approval Expires: 10/13/2025.

**NURSING HOME ADMINISTRATORS:** IBP is approved as a provider of continuing education by the **Kansas Health Occupations Credentialing**. This program provides 6 CE hours.

**DIETITIANS:** Institute for Brain Potential is accredited as a CE provider by **American Nurses Credentialing Center's Commission on Accreditation** and **Accreditation Council for Pharmacy Education**. The **Commission on Dietetic Registration (CDR)** accepts enduring (home study) activities from CE providers accredited by these organizations. IBP is approved as a CE provider by the **Florida Dietetics and Nutrition Practice Council** and **Kansas Department of Health and Environment**, Provider# LTS D1270. This program provides 6 CE hours.

**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 nursing continuing professional development by the **American Nurses Credentialing Center's Commission on Accreditation**. 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 3 clock hours of professional development credit through a cosponsorship agreement between Alliant International University and IBP. 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.

*Why are habits so difficult to change? Habits govern how we think and act. They influence who needs care and who stays well in medical, dental, psychological, and educational settings. This program describes how the brain forms new habits and how to facilitate meaningful change.*

*Participants completing the program should be able to:*

- 1. Name several characteristics of reward-centered habits.*
- 2. Identify several evidence-based strategies for managing reward-centered habits.*
- 3. Describe how threat-based mental habits are connected to maladaptive emotions and actions.*
- 4. List one or more strategies for coping adaptively with threat-based mental habits.*
- 5. Identify several evidence-based principles for initiating and maintaining health-promoting habits.*

### Reward-Centered Habits

- Understanding Reward-Centered Habits
- Neurotransmitters
- Features of Addiction
- Addictive Features of Comfort Foods
- Storehouse of Addictive Habits
- Changing Reward-Based Habits

### Using Your Brain to Form New Habits

- Dorsolateral Prefrontal Cortex
- Ventral Striatum
- Anterior Cingulate Cortex
- Temporal Lobe Neocortex

### Threat-Based Mental Habits

- Stress-Based Habits
- Generalized Anxiety
- Recurrent Anger
- Depression
- OCD
- Chronic Pain

### Overcoming Threat-Based Mental Habits

- Cataloguing Automatic Thoughts
- Graded Exposure to One's Fears
- Cognitive-Behavioral Therapy (CBT)
- Positive Psychology
- Mindfulness

### Initiating and Maintaining Healthful Habits

- Preschool
- Repetition of Skilled Movements
- Temporal Habits
- Spatial Habits
- Habit Substitution
- Mastering the Five Brain Challenges

### ABOUT THE INSTRUCTOR



*Jodie Trafton, Ph.D., a neuroscientist and mental health services researcher, designs and evaluates treatment systems for addiction, chronic pain and anxiety disorders for the 140 medical centers within the Veterans Health Administration as Director of the VA's Program Evaluation and Resource Center. She is Editor in Chief of the three-volume series, Best Practices in the Behavioral Management of Chronic Disease, the most comprehensive reviews of programs for changing health-related behaviors and habits.*

*An outstanding instructor, Dr. Trafton teaches a highly rated series of classes at Stanford University for graduate students and medical residents on topics including addictions and strategies for managing pain, impulse control and habits. Health professionals recommend her ability to present practical discoveries with clarity, enthusiasm and warmth.*

## **Policies and Procedures**

1. You may order the audio CDs or audio-visual DVDs before the planned expiration date listed on the program brochure. You will have at least one year from the date you placed your order to complete the program for continuing education credit.
2. Program materials including CDs or DVDs, course outline and handouts, evaluation form, and post-test are delivered to you within 5-7 days from the date we receive your order. You will need a CD player to listen to the lecture on CDs and a DVD player to view it on DVDs.
3. Successful completion to receive continuing education credit includes 1) watching or listening to the recorded lecture and reviewing the program handouts, 2) submission of the program evaluation form and post-test, and 3) receiving a passing score of 75% on the posttest. Psychologists are encouraged but not required to submit program evaluation forms. No partial credit is given.
4. Post-tests are usually scored within 5 workdays of their receipt; please allow 10 workdays. You may retake the posttest without penalty or fee.
5. Program evaluation forms and completed posttests can be submitted to us by email at [ceu@4brain.org](mailto:ceu@4brain.org), fax at (209) 710-8306, or by mail at IBP Distance Learning, PO Box 2238, Los Banos, CA 93635.
6. A certificate of completion is provided upon successful completion. Please indicate whether you wish to receive the certificate by email, fax, or mail on the registration form.
7. If you are not completely satisfied, you may return the course materials in a resalable condition within 30-days of your purchase and exchange it for another home study program of equal value or obtain a full refund minus a \$15 processing fee by submitting a refund request in writing or by email at [refund@ibpceu.com](mailto:refund@ibpceu.com). Tuition for continuing education credit is not refundable. Course materials should be returned to us at IBP Distance Learning, 245 W Pacheco Blvd. Ste. C, Los Banos, CA 93635.

### **Dedicated Customer Service**

Call (888) 202-2938 or email [info@ibpceu.com](mailto:info@ibpceu.com) to inquire about course content, instructors, corrections, grading, or problem resolution, provide comments, request disability accommodations, submit a formal grievance, or remove your name from a list. Institute for Brain Potential complies with ADA requirements.

### **The IBP Experience**

Our non-profit organization, tax ID 77-0026830, is the leading provider of accredited programs concerning the brain and behavioral sciences. We have been providing informative and practical continuing education programs since 1984. Our programs include fascinating and informative presentations by outstanding and highly qualified faculty.