

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

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

*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.



**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**. 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.



**COUNSELORS, PSYCHOLOGISTS, 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 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.



**ACE** Institute for Brain Potential, ACE Approval Number: 1160, is approved as a provider for social work continuing education by the Association of Social Work Boards (ASWB) ASWB approved continuing education [www.aswb.org](http://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 **Florida Board of Psychology**, 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. IBP is approved as a provider of CE for **Counselors and Social Workers by Ohio CSWMFT Board**. 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. This program provides 6 contact hours.

**SUBSTANCE ABUSE PROFESSIONALS:** Institute for Brain Potential is approved by the **NAADAC Approved Education Provider Program**, Provider #102949. This program provides 6 CEHs.



**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 is designated for 6 contact hours (0.6 CEUs). UANs: 0492-0000-18-015-H04-P and 0492-0000-18-015-H04-T. This program has been pre-approved by the **Florida Board of Pharmacy** for 6 hours of continuing education credit.



**Academy of General Dentistry**



**Program Approval for Continuing Education**

**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. Subject Code: 557. 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 provides 6 hours of CE credit.



**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 Focus: Domain of OT (Performance Patterns) and Occupational Therapy Process (Intervention). 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. 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 provides 6 contact hours.

**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 an approved provider by the **California Speech-Language Pathology and Audiology Board (SLPAB)**, # PDP247. 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.



**EDUCATORS:** Participants completing this program will receive 7.5 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.

### 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



*George F. Koob, Ph.D., is one of the world's leading experts concerning how the brain forms new habits. He Chairs the Committee on the Neurobiology of Addictive Disorders at Scripps and teaches at UCSD. Dr. Koob has been appointed as director of the National Institute of Alcohol Abuse and Alcoholism of the NIH. Professor Koob's research revealed how illegal and everyday addictions alter the brain and how to overcome them. To learn more about Dr. Koob's research and teaching, you may visit his website at <http://www.scripps.edu/research/faculty/koob>*

*Dr. Koob has received five "Outstanding Faculty Teaching Awards" at UCSD. An excellent and inspiring speaker, Dr. Koob provides health professionals with guidelines to facilitate meaningful change.*

## **How to Receive Home Study Credit**

1. Course materials are delivered to you within 5-7 days from the date we receive your order.
2. For recorded programs, watch or listen to the lecture and review the course outline. For text-based programs, read the written materials.
3. Complete the multiple-choice questions or short-written essays based on the course objectives. A passing score is 70%. In the unlikely event that you need to retake the exam, you may do so without penalty or fee. You have at least one year to complete any of the programs.
4. Submit the completed evaluation and exam to IBP by email at [ceu@4brain.org](mailto:ceu@4brain.org), fax at (209) 710-8306 or mail at IBP Distance Learning, PO Box 2238, Los Banos, CA 93635.
5. Certificates of completion are provided upon receipt of the evaluation form and the post-test. Please let us know whether you wish to receive it by email, fax, or mail.

## **30-Day Refund and Return Policy**

If you are not completely satisfied, you may exchange the materials for a recorded or text-based program of equal value or receive a refund minus a \$15 processing fee by sending the materials in resalable condition to: IBP Distance Learning, PO Box 2238, Los Banos, CA 93635.

## **Dedicated Customer Service**

Call (888) 202-2938 to inquire about program content, instructors, corrections, grading, or problem resolution, provide comments, request disability accommodations, or submit a formal grievance. IBP complies with ADA requirements.

## **The IBP Experience**

We are the leading provider of accredited programs concerning the brain and behavioral sciences. Programs include fascinating and informative presentations by outstanding and highly qualified instructors. DVDs are an excellent alternative to television and CDs are ideal for long commutes. Our non-profit organization has been providing home study programs since 1985.