

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 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 **CA Board of Registered Nursing**, Provider #CEP13896, and **FL 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 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 clock hours. Social Work Practice Level: Intermediate.

Institute for Brain Potential is approved as a provider of CE by **FL Board of Clinical Social Work, MFT and Mental Health Counseling**, by **FL Board of Psychology**, by **IL Dept. of Professional Regulation MFT CE Sponsor Program**, Sponsor #168.000183, and by **TX State Board of Examiners of Marriage & Family Therapists**, Provider #830. 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 continuing education programs approved by NBCC for counselors and ASWB for social workers. This program provides 6 contact hours.

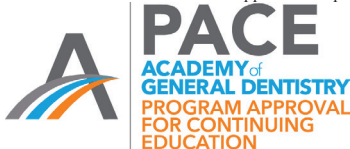


SUBSTANCE ABUSE PROFESSIONALS: This course has been approved by Institute for Brain Potential, as a **NAADAC** Approved Education Provider, for 6 CEs. NAADAC Provider #102949. Institute for Brain Potential is responsible for all aspects of its programming.



PHARMACISTS 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: 0492-0000-20-076-H04-P and 0492-0000-20-076-H04-T. 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.
12/01/18 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 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.

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. Course 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 course handouts, 2) submission of the evaluation form and post-test, and 3) receiving a passing score of 70% on the posttest. 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. Course evaluation form and completed posttest can be submitted to us by email at 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. 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 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.