

**YAKIMA, WA**  
HILTON GARDEN INN YAKIMA DOWNTOWN  
401 E Yakima Ave, 98901. (509) 454-1111

Wednesday, September 28

**KENNEWICK, WA**  
RED LION HOTEL COLUMBIA CENTER  
1101 N Columbia Center Blvd B, 99336. (509) 783-0611

Thursday, September 29

**SPOKANE VALLEY, WA**  
SPOKANE VALLEY EVENT CENTER  
10514 E Sprague Ave, 99206. (509) 795-0981

Friday, September 30

**PORTLAND, OR**  
HOLIDAY INN PORTLAND-COLUMBIA RIVERFRONT  
909 N Hayden Island Dr, 97217. (503) 283-4466

Thursday, October 27

**WILSONVILLE, OR**  
HOLIDAY INN PORTLAND SOUTH  
25425 SW 95th Ave, 97070. (503) 682-2211

Friday, October 28

# MANAGING ACUTE STRESS

LIVE SEMINAR (✓ONE)

- Yakima, Sep 28       Kennewick, Sep 29       Spokane Valley, Sep 30
- Portland, Oct 27       Wilsonville, Oct 28

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 includes the means to help prevent acute stressors from becoming chronic. Preorder the book to receive it onsite at this discounted rate.

## FOUR WAYS TO REGISTER

1. Internet: [www.ibpceu.com](http://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)

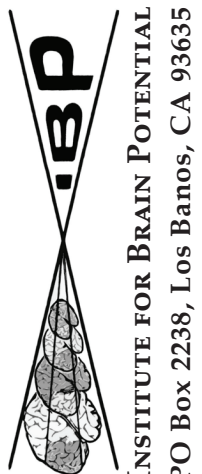
Purchase orders are accepted. IBP tax identification number: 77-0026830

All major credit cards are accepted:

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_

PLEASE POST



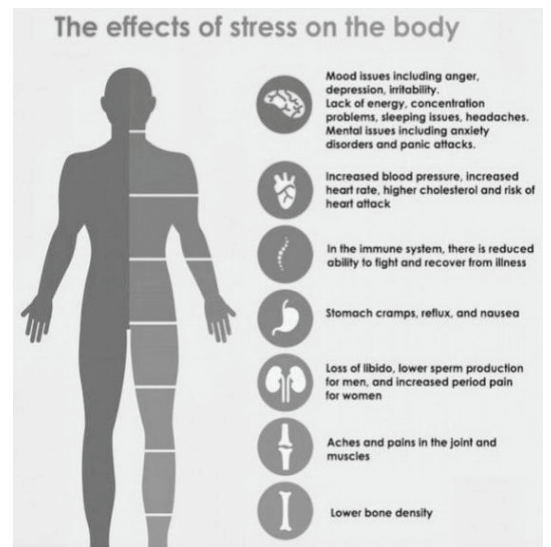
# MANAGING ACUTE STRESS

- YAKIMA, WA: Wednesday, September 28
- KENNEWICK, WA: Thursday, September 29
- SPOKANE VALLEY, WA: Friday, September 30
- PORTLAND, OR: Thursday, October 27
- WILSONVILLE, OR: Friday, October 28

**Topics Include:**

- How Acute Stress Becomes Chronic
- Preventing Chronic Stress Disorders
- Trauma-Focused Cognitive Treatments

A New 6-Hour Program, Fall, 2022: \$84



# MANAGING ACUTE STRESS

## 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](mailto: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/managing\\_acute\\_stress.pdf](http://www.ibpceu.com/info/managing_acute_stress.pdf)

### DEDICATED 24/7 CUSTOMER SERVICE

Call (888) 202-2938 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.

# MANAGING ACUTE STRESS



**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 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 provides 6 contact hours (.6 CEUs). UANs: 0492-0000-21-055-L04-P and 0492-0000-21-055-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.



APPROVED PROVIDER of  
CONTINUING EDUCATION  
by The American Occupational  
Therapy Association, Inc.

**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 (Client Factors).

**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:** Institute for Brain Potential is approved as a provider of physical therapy continuing education by the **Physical Therapy Board of California** (PTBC). This program has been approved by the Texas chapter of the **American Physical Therapy Association (APTA)**. The **OR Physical Therapist Licensing Board** accepts CE courses approved by APTA chapters or PT licensing boards of other states. This program provides 6 contact hours of CE.

**SPEECH-LANGUAGE PATHOLOGISTS:** This program is pending approval by the **OR Board of Examiners for Speech-Language Pathology and Audiology** for 6 contact hours of CE credit.

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

**CASE MANAGERS:** This program has been pre-approved by the **Commission for Case Manager Certification** to provide 6 CE contact hours to CCM® board certified case managers.

**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: 3080, 4040, and 5370.

**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 OR can earn 7.5 PDU for successfully completing this program.

*Acquire practical ways of dealing with thoughts and feelings before they lead to chronic anxiety, sadness, anger, and stress-related symptoms.*

*Participants completing this new program should be able to:*

- 1. Identify characteristics of Acute Stress Disorder.*
- 2. Name key changes in the brain and body.*
- 3. Describe evidence-based treatments for acute stress.*
- 4. List key methods of managing acute stressors.*

## Acute Trauma, Stress Disorder And Chronic Stress

- **The Stress Connection:** how cortisol, the adrenal hormone associated with chronic stress, differs in people who develop generalized anxiety, PTSD, chronic anger, or depression.
- **Acute Stress Disorder:** experiencing traumatic event(s) to self or others, that last up to a month.
- **Acute Generalized Anxiety:** intense apprehension, stress-related somatic symptoms, e.g., musculoskeletal, and sleep disturbance.
- **Chronic Stress Disorder:** generalized anxiety disorder, mood disorders, PTSD, and enduring changes to the brain, immune-related inflammation, and other target organs.
- **How Acute Stress Becomes Chronic:** there is either gradual worsening or persistence of disabling anxiety, sadness, or PTSD beyond one month, a condition that affects one in six patients who develop Acute Stress Disorder.

## How Acute Stress Is Diagnosed

- **Reaction to Trauma:** a significant threat whether experienced directly or second hand that can leave a lasting imprint.
- **Key Risk-Factors:** trauma, negative mood, social factors, adrenal stress hormones, altered attention and intention, feeling overwhelmed — the burnout connection.
- **Subtypes:** how men and women respond to adverse childhood experiences, disaster, deadly threat, rape, accidents, and caregiving in high-risk environments.

## How Acute Stress Alters the brain

- **Your Brain on Stress:** adrenaline alerts, increases blood flow, and helps short-term memory; cortisol increases glucose and can damage short-term memory.

- **Fear that Inhibits Us:** Fear-related habits that occur automatically, without awareness within the reptilian amygdala, and are difficult to eradicate.
- **Why We Cannot Forget What We Want To — And Remember What We Need To:** blame the reptilian brain and the failure of frontal lobe centers to restrain and retrain it.
- **The Distracted Brain:** when strong emotions, distorted cognitions, and maladaptive habits compete for attention.

## Clinical Treatments

- **Anxiety Management:** practicing slow vagal breathing.
- **Directed and Self-Directed Cognitive Restructuring:** how to identify habitual cognitive distortions that trigger and perpetuate acute stress.
- **A Safe and Effective Way to Reprocess Trauma:** the healing power of in vivo exposure; forgetting by reliving and thereafter, living instead of reliving.
- **Trauma Focused Cognitive Behavioral Therapy:** changing how we feel by changing how we think about acute stressors.
- **Embodying Mindful States:** how to shift attention away from judgmental traits, to present-centered, calming states.

## ABOUT THE INSTRUCTOR

*Bill Sieber, Ph.D., Clinical Professor in Psychiatry and Family Medicine at the University of California, San Diego, coordinates their Collaborative Care Program. With over 25 years of clinical, research, and teaching experience, Dr. Sieber is an expert in the behavioral management of disorders of anxiety and mood. He blends evidence-based research with practical strategies to directly enhance the wellbeing of health-professionals and to help calm their clients. He blends evidence-based research with practical strategies to help treat disorders of acute stress as a means of helping to prevent the development of chronic psychological disorders.*

*An outstanding and dedicated instructor, Dr. Sieber is recognized for excellent teaching at UCSD School of Medicine and for developing national training programs. Health professionals commend his clinical wisdom, wit, and warmth. In addition to Q & A in class, Dr. Sieber will answer your questions during the second half of the lunch break and by email after adjournment.*