

# The NET – The Bay Area Mental Health Providers Network

United Way Service Center, 1300-A Bay Area Blvd, Conference Room A

February 10, 2026

11:00 am - 11:30 am Networking

11:30 am – 1:00 pm Program with 1.5 CEUs

No charge for Members, \$10 for Non-Members

## When the Ground Shakes: What Helps, What Hurts and What Actually Works After Collective Trauma

Presented by

**BILL PRASAD, LPC-S, LCDC, Certified Trauma Counselor**



Bill Prasad is a Licensed Professional Counselor and Licensed Chemical Dependency Counselor who owns a Houston Group practice where he supervises other therapists. Prasad Counseling and Training specializes in treating challenges that include trauma, addiction, and anxiety. Therapists specialize in counseling people in high stress professions such as attorneys, doctors, and professional athletes.

Bill has worked as a corporate trainer and leader of facilitated discussions presenting to companies worldwide, the military and government entities. Also, Bill is a crisis responder doing virtual or onsite interventions in workplaces due to natural or manmade disasters. His experience includes senior leadership with several hospitals where he hired, managed, and trained staff.

Before working in the field of psychology Bill won an Emmy as a television reporter with much of his work done in Washington, DC working as a national correspondent for several television networks. Bill has post graduate certifications in leadership from the University of Houston-Downtown and in the treatment of psychological trauma from Johns Hopkins University. He has master's degrees in counseling psychology and ethnic and religious conflict. Bill can be found at [Prasadcounseling.com](http://Prasadcounseling.com)

**Learning Objectives:** At the conclusion of this presentation, participants will be able to:

1. **Describe** the defining characteristics of a *critical incident* and **identify** key factors that differentiate routine occupational stressors from events likely to overwhelm individual or collective coping capacities.
2. **Discuss** current evidence-informed best practices for early psychological intervention following workplace, school, or community trauma, including indications, contraindications, and timing of post-incident supports.
3. **Explain** how Critical Incident Stress Management (CISM) components—such as defusings, debriefings, and follow-up supports—may be **utilized** to stabilize affected systems, promote adaptive coping, and reduce barriers to ongoing care when implemented appropriately.

**Come Join US!**