

A Strength-Based Approach

Eckerd Academy specializes in helping kids discover innate natural strengths and achieve their fullest potential. Eckerd Academy helps kids who are:

- Having problems in school or with their family
- Defiant of authority
- Exhibiting low self-esteem and/or low motivation
- Making poor peer and relationship choices
- Refusing to take responsibility
- Experimenting with drugs or alcohol

Emotional and Academic Growth

At Eckerd Academy, your child will receive an individualized academic plan that works hand-in-hand with his/her treatment plan. Highlights of our academic program include:

- Low student-teacher ratio of about 10:1
- State-certified teachers who specialize in helping students with emotional and behavioral problems
- Well-rounded, accredited curriculum

Distinctive Therapeutic Model

Our Eckerd Model for Residential Treatment contains the essential elements that are most effective in helping troubled youth. The Eckerd Model is a positive, nurturing approach that is distinctive in our field. It utilizes cognitive behavioral and problem-solving counseling approaches, as well as reality therapy and choice theory.

Focus on Long-Lasting Change

The Eckerd approach is child focused, rather than system focused. Without utilizing demerits or level systems, we help kids make good choices because they are internally motivated to do the right thing, not because they are coerced through artificial means. Real life demands that young people make sound decisions even when no clear rules for behavior exist.

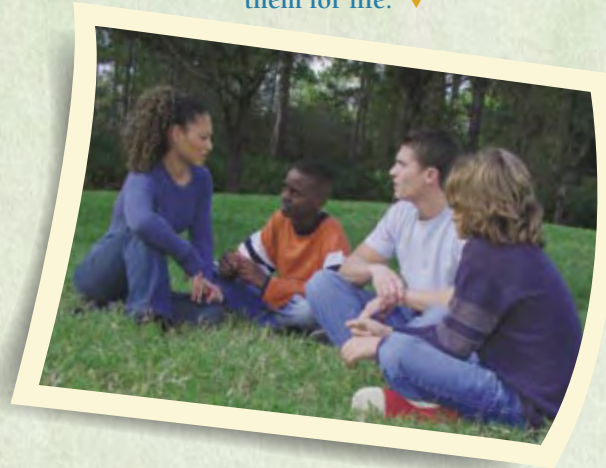
Licensed and Accredited

Both Eckerd Academy campuses are certified by the Southern Association of Colleges and Schools - Council on Accreditation and School Improvement (SACS CASI), the Council on Accreditation of Services for Families and Children (COA), their state Departments of Education, and are members of the National Association of Therapeutic Schools and Programs (NATSAP).

"Without the Eckerd program, my son would not have found his way to becoming the man he is and will be. I am so very proud of what he has done and the way he has chosen to live his life. He is a success."

— Mother of Deer Lodge graduate

Learning how to solve problems by themselves and in groups helps teens recapture feelings of self-worth and build social and decision-making skills that will equip them for life. ▼



About Eckerd Youth Alternatives

Eckerd Academy is operated by Eckerd Youth Alternatives (EYA), a national leader in outdoor therapeutic treatment. Founded by Jack and Ruth Eckerd in 1968, EYA is also the nation's leading not-for-profit provider of services for troubled and at-risk youth.

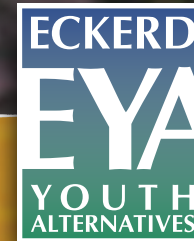
Admission information and applications are available online. Visit www.EckerdAcademy.org or call **800.914.3937**.



Eckerd Youth Alternatives, Inc.
P.O. Box 7450
Clearwater, FL 33758-7450
Admissions: 800.914.3937
www.eckerdacademy.org

Eckerd Youth Alternatives, Inc. strictly adheres to a policy of nondiscrimination in the admission of students without regard to race, color, religion, sex, handicap or national origin. Eckerd Youth Alternatives, Inc. is an equal opportunity employer.

***Troubled Kids
Are Special.
Helping Them Succeed
Is Our Specialty.***



Eckerd Academy

Deer Lodge, TN, Brooksville, FL and Suches, GA

***The
Eckerd
Academy
Advantage***



Specializing in Reuniting Parents With Their Once-Troubled Teen

"Thank you from the bottom of my heart for giving my son back to me. The son I knew was in there somewhere; I just couldn't find him. Thank you and God bless all of you every day."

— Mother of Brooksville graduate

The Eckerd Model for Residential Treatment is a highly effective approach that has helped more than 70,000 troubled youth since 1968. The Eckerd Model features Eight Essential Elements that are vital in helping youth to gain self-awareness and self-confidence and to reach their potential.

At our peaceful outdoor campuses in Deer Lodge, TN and Brooksville, FL, children learn how to communicate and solve problems effectively, to accept personal responsibility and to respect themselves and others. In addition, they gain the self-esteem and competence needed to navigate the tough road from adolescence to adulthood. If other school or community-based counseling programs have failed to help your child, then Eckerd Academy may be the answer.

Eckerd Academy at Deer Lodge

Founded in 1988 as E-Sun-Alee (meaning "their tomorrow" in the Muskokee Indian language), this outdoor therapeutic program is located between Nashville and Knoxville, TN, on the Cumberland Plateau. Highlights include:

- Serves boys and girls ages 10 - 18 in separate, gender-specific groups
- Individualized treatment plans, including group and individual therapy
- An accredited, private on-campus school
- Wooden sleeping cabins with gas heat
- State-certified teachers who specialize in helping students with emotional and behavioral problems
- Classworks®, an award-winning, diagnostic/prescriptive reading and mathematics curriculum that enables students to work at virtually any level, including advanced placement courses
- Onsite and electronic libraries, enabling access to thousands of online books and publications, plus SAT/ACT testing prep, college prep, career advisor and resume-building resources
- Experiential trips – visits to museums and the symphony, nature hikes, mountain biking and 7-day canoe trips
- Specialty groups for coping with substance abuse, adoption and blended families, and the effects of physical or sexual abuse

Many parents choose Eckerd Academy because our positive, nurturing approach focuses on long-lasting changes in attitudes and behaviors.



Both campuses feature well-equipped, online computer labs.

Eckerd Academy at Brooksville

Eckerd Academy at Brooksville is located just 45 minutes north of Tampa, FL. Founded in 1968 as E-How-Kee (meaning "their open door" in the Muskokee Indian language), Eckerd Academy at Brooksville was Florida's first private outdoor therapeutic program for troubled teens. Highlights include:

- Serves boys and girls ages 10 - 17 in separate, gender-specific groups
- Individualized treatment plans, including group and individual therapy
- An accredited, on-campus school meeting Florida Department of Education's standards
- Wood and canvas tent-like structures for sleeping quarters
- Certified teachers specially trained to educate children with emotional and behavioral problems
- Vocational coursework, life-skills classes, and SAT/ACT standardized testing
- High interest activities, including high- and low-ropes courses, hiking, swimming, fishing and 7-day canoe trips

For more information about the Eckerd Academy at Deer Lodge or Eckerd Academy at Brooksville, or for a free pre-admission screening, please call the Admissions Department at **800-914-3937** or visit www.eckerdacademy.org.

Eight Essential Elements for Positive Change

- 1 Safety:** Physical and emotional safety considerations prevail in all aspects of every program.
- 2 Therapeutic Environment:** The setting is enriched with high impact and high interest activities; a positive peer culture; strong, positive relationships; small, autonomous, family-like groups; and services provided in a culturally responsive manner.
- 3 Strength-based Focus:** We help each child discover his or her innate strengths and reinforce those strengths at every opportunity.
- 4 Therapeutic Alliances:** Eckerd Academy staff members promote positive behavior through role modeling, encouragement, positive feedback and goal setting.
- 5 Therapeutic Group Living:** The therapeutic group process, in which adolescents live in family-like groups composed of eight to 10 youth and two counselors, is the focal point of the Eckerd Academy approach. Living in family-like groups provides children an opportunity to develop a sense of personal responsibility that extends to their family and community.
- 6 Individual Treatment:** An individualized treatment plan is developed for each child that includes individual counseling each week, as well as group therapy and family counseling.
- 7 Education:** Our on-campus schools are nationally accredited, with state certified teachers. Grades, curriculum content and credits are transferable to the home school.
- 8 Family Services:** Parents are encouraged to be active participants in their child's treatment. Eckerd Academy strengthens the parent-child relationship through one-on-one and group parent coaching that emphasizes communication and relationship-building strategies.

"It goes without saying that you have no doubt saved this child... You have provided the missing link that we searched for. I hope you take great pride, knowing that this is a child that your efforts and skills saved from destruction."

— Parents of Deer Lodge graduate

**NOW
OPEN!**

ECKERD ACADEMY

of the Blue Ridge

Opened in the Fall 2007, Eckerd Academy of the Blue Ridge is located in Suches, GA just 90 minutes from Atlanta, Charlotte and Chattanooga. This residential alternative school in an outdoor setting specializes in helping the educationally challenged child reach his/her maximum potential. The Academically challenged child:

- May be having difficulty with only one or two academic subjects
- May not be diagnosed with a learning disability (but is on the “bubble” according to testing)
- Is typically overlooked by most Special Education Programs, but is unable to succeed in the regular classroom
- May or may not have a prescribed IEP and/or learning disabilities

Highlights Include:

- Serves boys and girls ages 10 through 18 in separate, gender-specific groups
- An accredited, on-campus alternative school
- State-certified teachers who specialize in helping children with course-specific educational challenges or learning disabilities
- Classworks®, an award-winning, diagnostic/prescriptive reading and mathematics curriculum that enables students to work at virtually any level
- Onsite and electronic libraries, enabling access to hundreds of thousands of online books and publications, plus SAT/ACT testing prep, college prep, career advisor and resume-building resources
- A well-equipped, online computer lab
- Wooden sleeping cabins with gas heat
- Experiential trips — visits to museums and the symphony, nature hikes, mountain biking and 7 - day canoe trips

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