

All ideas generated from the brainwriting exercise along with add-on notes and categorized by theme.

Original Idea	Notes and Add-ons to Original Idea	Theme
LCRA parks to collaborate with TAMU Hospitality, Hotel Management, & Tourism to create summer classes on horticulture and nature benefits		Education
Create YouTube channel		Social
Collaborate with regional and state parks systems to create research projects to study the benefits of the outdoors, plants, and camping	Proposed question: are there any characteristics or demographic factors that predispose some individuals to utilize these resources more/less?	Research
Create interactive education boards placed along trails; Stop and breath reminders and list of benefits of greenspace/nature; include exercises on signs as well	Texas Historical Commission works closely with trails across the state-- partnership opportunity	Program
Partner with regional and state park systems to implement and teach programs about the benefits of plants and greenspace		Program
Horticulture passport--stamped or app		Program
TNL and AgriLife working together to create marketing campaign to raise awareness of horticulture benefits	Additional partners: TPWD, TAMFS, TDA, DSHS	Social
Created animations/cartoons for younger children to market horticulture benefits	Other related notes: incorporate songs/jingles, create catchy slogan to define industry; incorporate real life stories that children can relate to	Social/Education
Market to high school through 4-H, FFA, national school breakfast/lunch programs		Education
Expand landscape challenge in San Antonio to statewide		Program
Master Gardener, TSFA, TNLA should work cooperatively to reach out to HS (and younger) students about horticulture	Related notes: create projects/events across communities; create opportunities for presentations at TX State Fair	Education
Develop toolkit about health benefits of plants for industry, hotels, hospitals, etc		Social/Education

Create a theme to carry through the horticulture industry		Social
Create an app to visualize what a room or space would look like with plants using augmented reality		Program
Horticulture faculty to collaborate on curriculum to create course work in health and nature		Education
Marketing horticulture life via tv, social media	Slogan idea: "Pretty...Necessary"	Social
Horticulture mentoring: prisons, high schools, clubs; use retirees as mentors		Program
Increase community beneficiary programs (yard/garden of the month, county clean up); have incentives		Program
Consumer focused campaign to increase awareness to value the green industry		Social
Programs to be disseminated through growers, retailers, landscape, Agrilife extension		Community
Collaborate with local entities to use their space--nursing homes, senior living, hospitals, parks		Community
City recognition on website or social media		Social
Target underserved communities, nursing homes, rural areas		Community
Create collaborative social media campaigns		Social
Create pilot projects in schools, hospitals to teach horticulture benefits		Program
Expand/create high school gardeners program to include graduation with associates degrees	Would need collaboration with industry on curriculum; opportunity to use class time as an internship (similar to how it is done in medical track)	Education

Need one leading voice to create and plan messaging		Social/Community/Program
Contest among students to grow the biggest plant		Program
Listserv or website to disseminate relevant research papers/recently published/RFPs/opportunities/etc.	Create a "layman version" for general public to understand results/benefits; who would manage this listserv?	Community
Small 'bite-sized' teaching moments to spread knowledge and give small, realistic steps that students can take to increase nature exposure	Include learners of all ages	Social/Education
Use industry leaders to define work and compensation to future students/parents		Industry/Education
Disseminate the work of the Ellison chair and larger group through TAMU/Extension media channels		Social
Develop plant based ambassadors versed in the programs of partners to connect clients at the county level to the results of the partners work		Program
Utilize other avenues to disseminate knowledge using University and external partners/associations		Social
Involve Aggie Mom clubs in supporting students through plants; Aggie moms can donate plants for finals week; Flourish on Finals	Can replicate project in other universities	Program
Launch an interactive Wiki/Google Space to facilitate interaction of partners		Social/Community
Recruit students to organize a TED type event on the benefits of plants		Education/Program
Create an online community based course using AgriLife Learn Platform		Education
Examine the use of Nature Rx for Aggie students seeking mental health care	Include public health initiatives and school of health connections to expand statewide	Program
Integrate plants and nature into student study spaces	Examine the effects on students seeking out these spaces	Research

Include nature as a component of the 1st year student wellness mental health module	Share impact & benefits with Hullabaloo instructors so they can be comfortable teaching the information	Education
Make a mandatory freshman class: The Benefits of Nature & Plants		Education
Seek social influencers to publicize sound bites and memes about benefits of plants and nature	TAMU Foundation to partner with celebs of big business with ties to TAMU gardening and health; ex: HEB, Titos	Social
Growing Healthy Green Humans using technology, education, and research		Education/Research
Organize a national level meeting for partners to amp up collaborations across disciplines		Community
Identify and address barriers such as transportation to communities with limited resources	This idea requires collaborative and local government agencies	Community
Enhance state regulations in education systems (TEA, CCR) to incorporate health, horticulture, mental health and safety		Education
Include plant and nature benefits as part of teacher and childcare certifications		Education
Internal university wide seminars to share outcomes and results from multidisciplinary programs		Education
Include areas of minor for students across colleges	Examples: minor in agritourism for hospitality majors; minor in horticulture crops for nutrition majors	Education
Form an interdisciplinary team across multiple colleges to obtain NIH/NSF funding to drive into why people need plants in their lives to be healthy	Can then go for SCRI funding to create related programs	Research
Expand the 'internal' to 'external' to get buy-in from industry		Industry
Create tag line to promote this effort	Examples: Power of Plants, Just Dig 'Em	Social
Create continuing education certificate options for students, faculty, staff, and community related to horticulture and mental/physical health	Expand to online platform similar to AgriLife Learn	Education

Tags and labels in public spaces with QR codes, includes benefits of plants alongside names of plants		Program
Workforce development resources to extend outreach and market importance of horticulture and health		Community
Promo of this effort on Aggie Football Game Day with messaging about plant benefits		Community
Get students and professionals in green industry retailers familiar with early childhood to cultivate future workforce consumers as young as possible		Industry
Identify professional meetings/conferences for speaking opportunities on the power of plants and nature		Community
Design simple programs for schools, churches, community centers to implement on gardening and outdoor activities		Community
Create a lifespan or socioecological framework showing ongoing work to enhance unified messaging and cross-promotion, reduce redundancy	Note on this topic: biggest issue is folks aren't talking, let's collaborate to work smarter not harder and share models with other universities and systems	Social
Engage in targeted communication campaign emphasizing all the work taking place around these issues across teaching, research and outreach for external audiences		Social
Make TX Master Gardener and TX Master Naturalist more accessible to people in professions	Posed questions: Why are prime candidates for these programs not being bombarded with this information? How can we reach the audiences better?	Community
TAMU president to speak on student mental health and promotion of plants and outdoor activities	Expand to TX politicians, other senior A&M staff	Social/Education
Introduce nature prescriptions at the medical school level		Medical
Create executive briefs--one page graphic summaries of academic papers		Research
Create health and wellness youth education programs at zoos, arboretums, museums		Program

Partner with hospitals and clinics; bring plants into rooms and patient leaves with plant upon discharge		Medical
Create a healing power of plants podcast		Social
Create high school specific classes on gardening; include volunteering to get hands on experience		Education
Create an independent national certification that teaches about plants for the private sector		Community
Incorporate Aggie Park and TAMU gardens into mental health recommendations and regimens at University Health Systems		Medical
Video podcast series of all partners here today of their meyor health related programs		Social
Have TLC incorporate an elective course about the importance of horticulture and health		Education
Educate sporting good stores, REI, etc. on the benefits of nature		Industry
Write up these ideas into a summary paper to showcase academia/industry partnership		Research
Develop a common research project between human behavior lab and those doing VR work		Research
Lobby for change in the statewide educational curriculum to include horticulture in health classes		Education/Community
VR room in MSC showcasing nature		Community
Create a 'National Day to give a flower/plant'		Community
Have ambassadors like peace corps volunteers to work in greenscape areas	AmeriCorps	Program

Preserve outdoor space for play	Need to educate city planners	Community
Organize a symposium/conference with Ellison Lecture as the keynote		Community
Incorporate outdoor service learning projects into TAMU classes		Education
Incorporation of AgriLife curriculum into the school of education degree requirements/options		Education
Study/compare association with outdoor activities and crime reduction; broken window theory		Research
Marketing potential new courses at student tours		Education
Use of Aggie Park for an experiment with the Human Behavior Laboratory		Research
Question: Do plants relate to diet quality and consumption?		Research
Determine correlation between litter pick up with higher community beautification and citizen well being	study results of adopt a highway	Research
Form think tank with education, extension, and industry		Education/Industry
Co-op programs with high schools for credit, outdoor nature days, clean up days		Education/Program
Explore the dosages of exposure to green spaces to be able to make prescriptive recommendations		Research
Growers work closer with retail outlets in educating on benefits		Community
Joint symposium showcasing the programs of all partners represented today with Ellison lecture as keynote		Community

Highlight the programs regarding children's health in a specialized symposium	Share with ISD parenting programs	Community
Bring the master gardener program to local garden centers		Community
A consolidated fund between parties available for marketing services, programs, or collaborations		Program
Create 'how-to' guides for consumers explaining how greenscapes mitigate climate change		Program
Partner with industry to measure impact of plant impact		Research
Create Aggie Park advisory committee		Community
Annual Earth Day fair featuring horticulture and MH resources for students		Community
Have green industry businesses come and showcase their sustainability efforts		Industry
Permanent establishment in Aggie Park that house mental health services (LPC)	Could expand to state and national parks	Medical
Have a 6-month co-op program for high school/college students to do service hours in parks		Education
Create nationwide ad with music promoting plants and nature benefits		Social
Statewide collaborations between university systems horticulture programs		Education
Hullabaloo Green--partner with TAMU Gardens, Aggie Park, Hort Dept and Freshman Experience program to integrate plant/nature benefits to reduce stress in new students	Create a model that can be used across other universities	Education/Program
Create an annual calendar of plants, nature, and health related activities/events		Program

Find incentives to deliver nature programs		Program
Power of Plants media campaign		Social
Fresh florals in hospital rooms; opportunity for patient to take plant(s) home at discharge		Medical
Mandate that schools take students on field trips to greenspaces, nurseries, or other green industry related businesses	Grant program to help with funding for transportation	Education/Community
Promote floral design and horticulture in public schools via their vocational ag departments or through home economics		Education
Collaborate with existing pollinator garden messages to promote health benefits		Social
Elementary school garden clubs		Program
Need a marketing tool kit with canned social media posts, blast copy items, icons to send out internally and externally		Social
Collaborate with landscape firms for their input		Industry
Create a list of plants that do well indoors	Work with growers for comprehensive list and how to care for them with realistic expectations; TNLA's Best of Texas Landscape Guide has similar lists	Program
Address barriers up front	Example: some plants are toxic to kids or pets, cost vs. benefit	Community
Translate research and scientific findings and make them easy to understand for general community		Program
Research success on indoor foliage growing; light, water, frequency		Research
Collaborate with Buccees to write children's books on plants and health	Add small growing kits to each book	Program

Host another brainstorming session with other universities		Education/Community
Research on what types of plants and gardening the younger generations are excited about	Therapy gardens, sustainable gardening	Research
Connect with DIY shows, like Magnolia Farms, to help change the conversation around plants--add plants to your decor, but educate on benefits		Program
Expand group to infiltrate all of TAMU so we can be an example in every office, classroom, greenspace		Community
Make this event an annual occurrence; half brainstorm and half program reporting		Community
Create course or certificate in landscape architecture & horticulture services on the benefits of green space in their designs	TNLA & TSFA both offer certifications dealing with plants and flowers	Education
Create floral design lessons for staff, faculty, and student retreats		Program
Research the impact of health/wellness with immersive nature vs. having a plant/gardening		Research
Use the APLIN or SIMICAR center to engage students to produce plants		Community
Aggie Park tours with wellness theme	Add any garden to this idea	Program
Plant and health themed tailgates		Program
Stop using the word horticulture and use growing or green industry, plant and nature industry or come up with something new	Rebranding is a challenge; ensure agriculture and horticulture are being used correctly; horticulture represents all, even outside the US	Community
Use Bucees outlets to have plant/nature displays and info		Program
Further develop and support Seed your Futures Green Week; theme could be 'Best Career for Your Mental Health'		Program

Include horticulture folks in all areas across campus that include greenspaces, plants, etc.		Community
Work with State Fair and county fairs on high impact areas to showcase plants and educational materials		Program
Create more robust programs to connect hort students with industry via internships		Education/Industry
Include plant/health program within HR programs at larger corporations		Industry
Research question: how to different types of plants impact grain function?		Research
Research question: how do different plant settings (park, garden, patio) impact brain function?		Research
Use wellness influencers to reach non-plant audience	TAMU has a pool of social media influencers who can participate	Social
Poll TAMU students: Do they believe that Aggie Park benefits them?		Community/Research
Partner with larger retailer like Target to share message of purpose of plants		Industry
Use Aplan Center for major events on plants/health; bring in key entertainers		Community
Assess the effect of providing plants to behavioral health patients		Research/Medical
Include health and nature studies in trade publications		Program
Create a speaker's bureau to speak about the benefits of plants		Program
Develop Plant Health Index (PHI) to help influence plant choices and increase plant per capita consumption	Plant Score, Green Score, Nature Score	Program

Share publications in social media		Social
Make sure all political events have plants onstage	Bring plants into school auditoriums, classrooms, labs, etc.	Program
How do we get plants into underserved communities?		Research
Social media campaign: How do you get your green?		Social
Create a university wide institute for health and nature		Community
Public service announcements for plants and health		Social
Develop a platform for ongoing sharing of resources and practices		Social
Create walking tours on the power of plants		Program
Recruit community stakeholders to participate in human-center design activities for promoting community nature connection		Community
Joint appointments for faculty in public health and horticulture		Educatoin
Create programs that help families overcome perceived and actual barriers to access nature on a regular basis		Program/Community
Formalize a Horticulture Youth Ambassador program where youth receive a set # hours training in horticulture industry and health benefits of plants		Program
Integrate mental health and mindfulness research with existing extension outreach programs in horticulture or gardening topics		Program
Develop outdoor mindfulness programs to use in schools, parks, public gardens, outdoor spaces		Program

Make it free to enter state parks for a day		Program
Establish baseline with audiences to evaluate how their interest in and experience with plants has changed		Research
Put plants in offices and common areas around campus in a way that makes people notice and ask why; include signage with QR codes	Ask the university to budget money for plants and use that to support local growers	Program
Social media contest on office and desk plant assortment, color and mix		Social
Research: add plants to classrooms to see if grades improve		Research
Reach out to legislative members to educate about the benefits of nature and the cost of Medicaid, economic impact for businesses, new opportunities to invest in parks and related programs		Program/Community
Create brochures to distribute to pediatric health care providers on benefits and available programs like the Get Outside program		Program
Coordinate partnership between researchers and extension outreach professionals to evaluate and communicate program results		Program/Community
Identify a celebrity in the field--use social media to amplify		Social
Create videos of children submitting questions on plants and have experts answer	Like Sesame Street	Social
Start as early as possible: infants, toddlers, preschools		Education
Invest in communications collateral that all participating entities can use to promote common messaging		Social
Aggie Park as a 'health and wellness' location; create a slogan to promote		Program
Create family based nature activities that will encourage multiple generations out in nature and can built a lifelong connection to nature		Program

Provide opportunities for future teachers (from school of education) to connect with plant research on campus		Education/Research
Connect nature and physical activity work taking place in extension with parks to further decrease barriers of access for families		Program/Community
Signage with industry looking to create healthier cultures in their workforce; help develop programs and seek collaborative funding		Program
Have contests for largest tomato, vegetable, flower, etc. at county fairs, school, FFA		Program
Provide education at all levels from early childhood to seniors about the overall benefits of plants and nature		Education
Create a Healthy Family Rx program		Program
Find opportunities to make green spaces more accessible		Community
All internal entities meet regularly with landscape architecture and urban planning folks to create student drive research projects	Create a student horticulture conference	Program/Research
Conduct research and provide facts to green industry businesses on benefits of plants & greenscapes to they can provide marketing campaigns to educate and reach their consumer to sell more plants!		Industry
Most growers have care tags on their plants; include health benefits on these tags as well; find state funding for a common tag		Program
Farmers markets would be a great place for a TAMU booth with facts for adults and activities for kids	Could also connect with realtors for locals and new homeowners	Program
Engage with cities and communities dealing with population growth about the need to develop green spaces and their benefits		Community
Connect school of education with extension programs; new teachers can bring this knowledge into student teacher		Education

Have garden items part of 'Oprah's favorites'		Community
Tap into County Extension Agents as local champions		Community
Create TikTok's or short reels--101 type approach		Social
Create a hashtag to link all social marketing	#plefie take a selfie with a plant	Social
Develop starter kits for preschools and families of young children with child friendly plants, child sized tools and fact sheets on how to care for plants		Program
Collaborate with TxPWD to enhance park system		Community
Have non gardening events in gardens-- Halloween, Easter, Christmas events with children in the private or public gardens		Community
Connect everyone's messages more effectively by sending out monthly/quarterly talking points across plants, health and human behavior	Also can include ways to interact with nature	Program
Seek private investment for greenspaces		Community
Create communication tool kits for outreach		Social
Are there research projects focused on early childhood exposure to nature/gardening and how it enhances their life moving forward?		Research
Quarterly summaries from all participants today		Social/Research
Create a menu of outreach options; extension can help facilitate for research and industry partners		Research
Engage COALS students in a social media challenge about nature engagement	Offer extra credit!	Social