

We Are All in  
this tree together!!

### 1) Training

collaboration w/ Education  
Dept. for pre-service teacher  
training - "courses" to support  
garden-based learning. This  
can continue as Prof. Dev.  
Remove FOG (fear of gardening)

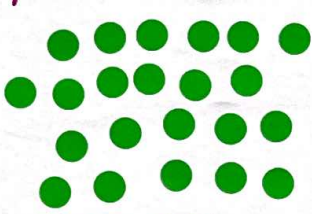
### 3) Marketing/Communication

Campaign - ID celebrity  
champion, create consistent  
message (ie: Canva - social  
media, tv, radio)  
Ext. does this  
to be shared among this  
group to our outreach  
bpps to amplify message

### 2) Work site Wellness

Partner with AgriLife Ext county  
staff & Master Volunteers to  
provide professional development  
& programs to community business  
to create/promote work site  
wellness and mgmt. of mental health

- # USE HOSPITALS AS PLANT SHOWROOMS AND MAKE CHEMO ROOMS 'PLANT PARADISE'
- HAVE PLANT/HEALTH THEME TAILGATE PARTIES

• MAKE 'THIS EVENT' AN ANNUAL CONFERENCE. 

TO BUILD AND INCREASE AWARENESS

1) Create a university-wide institute for Health & Nature in the department of Horticultural Sciences.

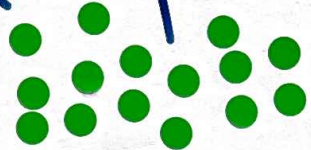
2) Build relationships with medical community.

3) Develop and launch a Core Course that includes the interaction between people and nature, consumption and medical benefits of horticulture.

\* Branded social media account

\* Coordinated social media Campaign

\* Engage Green Industry Experts to create Nature Experiences for learners of ALL ages.

1. Texas (or nationwide) slogan & campaign to promote nature & horticulture connection to good mental health. Include QR on product to provide link to more info. 

2. Social media campaign to promote importance of green space at schools (mental health benefits).

3. Lobby for a change in

- statewide curriculum for horticulture
- in health classes.

① Create a University wide institute  
for health and healing through  
plants and nature

② develop programs that help over-  
come barriers to accessing plants &  
nature

③ Create a national social campaign  
of plant ambassadors/influencers

◦ Put plants in offices + common areas around campus in a way that makes

people notice and ask why

- signage in common areas
- educate faculty + staff
- model for other businesses
- social media contest of office plants
- adopt a plant program

◦ Integrate mental health + mindfulness research w/ existing extension outreach programs in horticulture or gardening topics. Use in schools, parks, public gardens, outdoor spaces, etc.

◦ Conduct research + provide facts to green industry businesses on benefits of plants + greenscapes so industry can provide marketing campaigns to educate + reach their consumers (and sell more plants!)

- Add health + well-being benefits to a tag, similar to the care tag used for many plants