

Consolidated ideas from the brainwriting exercise regarding collaboration opportunities among units and/or enhancing the messaging regarding the wellness benefits of plants, nature, and other green spaces:

1. Develop a coordinated social media campaign around the health and wellness benefits of plants, nature, and other green spaces, perhaps using a celebrity champion or influencer; create consistent messages across this group for outreach purposes; investigate usage of QR codes and/or other tools.
2. Further develop relationships with the medical community. Example ideas included viewing hospital rooms as plant showrooms and creating “plant paradise” chemo rooms. Develop programs that help overcome barriers to accessing plants and nature.
3. Collaborate with departments in the School of Education and Human Development to create health and nature courses, training programs, and/or related professional development. Develop pre-service teacher training courses to support garden- or outdoor-based learning to remove fear of gardening. Develop and launch a core course that includes the interaction between people and nature, consumptive, and medical benefits of horticulture. Lobby for the inclusion of horticultural benefits information in health-related classes where appropriate.
4. Engage green industry experts in creating nature and other green space experiences for learners of all ages. Put plants in offices and common areas around campus in a way that makes people notice and ask why; place benefits signage in common areas; educate faculty and staff regarding the wellness associated with plants and green spaces, model for other businesses, social media contest for office plants; develop an adopt a plant program; sponsor plant-oriented health/wellness-themed tailgate parties; better utilize our green spaces on campus (TAMU Gardens and Aggie Park) in research, teaching, and outreach programs.
5. Conduct collaborative research on the benefits of plants and greenspaces and then harvest the findings to provide infographics and other deliverables to green industry businesses and the medical profession so industry can utilize these messages in marketing campaigns to educate and reach the end consumer; add health and well-being benefits to plant tags, similar to the care tag used for plants.
6. Partner with county-level AgriLife Extension staff and master gardener volunteers to provide professional development to community businesses/industries to create worksite wellness and mental health programs. Integrate mental health and wellness research with existing extension outreach programs in horticulture or gardening topics; use in schools, parks, public gardens, outdoor spaces, etc.
7. Create a university-wide initiative, center, or institute for research and outreach regarding health and wellness aspects of green spaces. Make ‘this brainstorming event’ an annual conference to build and increase awareness internally and externally.