

SAF Consumer Marketing Program



Reaching Trend Makers: The Architectural Design of Flowers



Architectural Design of Flowers: Third-party Experts as Spokespeople



- Kelli Ellis**
- Celebrity Lifestyle & Collection Designer
 - Design Psychology Coach & Author of *Do I Look Skinny in This House?*
 - Luxury Magazine's "Editor's Top 10 Designers"
 - HGTV, E! Network, eHow.com
 - Co-creator of Interior Design Camp



- Mark Woodman, CMG**
- Interior Designer
 - Color expert and past president of Color Marketing Group
 - International speaker and consultant
 - Clients include DuPont Corian, Zodiaq, 3M Post-Its, Sherwin Williams



Architectural Design of Flowers: Production of "Two-Minute Trends" Videos



Series of seven professional videos



Videos for the Design Professional Available at aboutflowers.com/twominutetrends

TWO-MINUTE TRENDS
FOR THE DESIGN PROFESSIONAL
Creating First Impressions

TWO-MINUTE TRENDS
FOR THE DESIGN PROFESSIONAL
Enhancing Public Spaces

TWO-MINUTE TRENDS
FOR THE DESIGN PROFESSIONAL
Thoughtfulness for Quiet Spaces

These videos speak specifically to interior designers about how they can help their clients enhance public and private spaces through flowers.



Videos for the Consumer Available at aboutflowers.com/twominutetrends

TWO-MINUTE TRENDS
FOR THE HOME
Creating Welcoming Entryways

TWO-MINUTE TRENDS
FOR THE HOME
Enhancing Wellness

TWO-MINUTE TRENDS
FOR THE HOME
Inspiring Conversation

TWO-MINUTE TRENDS
FOR THE OFFICE
Creativity & Problem Solving

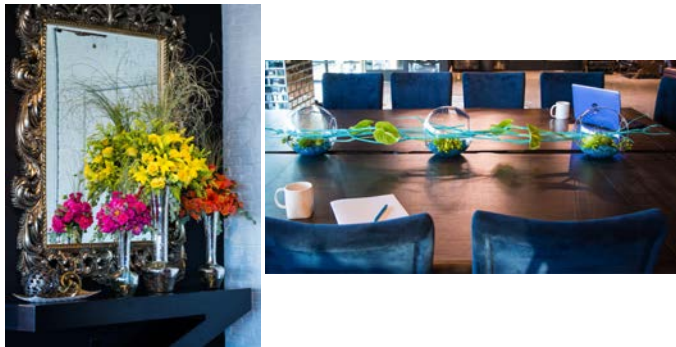
These videos speak to both interior designers and consumers about how flowers can enhance their homes and offices.



Professional Photography



Beautiful photography of florals in interior environments



american spa

WELLNESS SPA TREATMENTS SKINCARE MEDICAL SPA BUSINESS NEWS PEOPLE BLOG

Six Reasons to Incorporate Real Flowers Into Your Spa

By Samantha Besser, Dec 3, 2017 10:43am

When guests enter a spa, we want them to leave their worries at the door and make a safe space for them to relax and unwind. While aromatherapy, acupuncture, and music can certainly aid this, fresh air or other natural element that can calm guests as they enter the spa. Though some may think that it is a nice little flourish and not essential to have like Spa Beauty Decorating Book says, or to do the Spa Beauty of Lighting, the fact is that fresh air, soft lighting, the scent, look, and feel of a bouquet of natural flowers, if chosen wisely, can create some right away to ease an individual's stress and improve the overall atmosphere of the spa. Flowers can also provide emotional benefits, the soothing fragrance and calming energy.

The Society of Aromatherapy, Spa Therapy, and related, created designer Carl Ellis have partnered together to spread the word about the subtle benefits of flowers. The team studied research from Harvard University about how being with flowers strengthens feelings of compassion and increases energy and energy, and research from Tulane University about how flowers improve emotional health.

Ellis also partnered with master color expert Mark Woodruff to produce The Flower, Florida, a video series that discussed the benefits of flowers in both professional and personal settings, what flowers can do for mood, mental health, and of course, design.

Ellis, Ellis and Woodruff discuss the power of flower's soothing effect on our psyche in this Two-Minute Tuesday video on Quora Spaces.

In the Two-Minute Tuesday video on Enhancing Wellness, Woodruff and Ellis discuss how flowers can drastically change the space they are in, whether in a home or elsewhere. While the video is centered towards homes for the home, Ellis still discusses how the right arrangement can warm and brighten a room from top to bottom. Viewers can find the video on YouTube.

For the full analysis on the health benefits of flowers, click here.



luxe.daily

Get Your Flower 411 From This Design Duo's New Series

Carl Ellis and Mark Woodruff are the authors of the new book, The Flower, Florida, a video series that discussed the benefits of flowers in both professional and personal settings, what flowers can do for mood, mental health, and of course, design.

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For the full analysis on the health benefits of flowers, click here.

If your video "Spring Conversation" you mention guests offer bring flowers as hostess gifts, because they make people feel welcome and energized. What flowers would you recommend bringing in a gathering this season?

Ellis says bring thoughtful about your host is the most important thing. Using any flower and giving them respect is an idea about how the recipient of the flowers is the key to getting it right.

THOUGHTFUL TRENDS: Inspiring Flowers

THOUGHTFUL TRENDS: Enhancing Wellness

FLOWERS SOOTHE NEGATIVE EMOTIONS, FOSTER POSITIVITY





aboutflowers.com/twominutetrends

ABOUTFLOWERS

TWO-MINUTE TRENDS

with Kelli Ellis and Mark Woodman

It's the exciting, illustrated series online series designed by Kelli Ellis and Mark Woodman. We would love to see your feedback, questions, and comments on our content and to hear your ideas on future content and format and to hear your ideas on future content and format.

What's new about Two Minute Trends will help you give those who want to learn something new and interesting something interesting, engaging, and actionable. Speakers and authors from the Two Minute Trends program will be available for speaking engagements, such as speaking engagements and speaking engagements.

FOR THE DESIGN PROFESSIONAL

- TWO-MINUTE TRENDS: Creating Next-Generation Living, Social, and Workspaces
- TWO-MINUTE TRENDS: Enhancing Public Spaces
- TWO-MINUTE TRENDS: Enhancing Public Spaces

FOR THE HOME

- TWO-MINUTE TRENDS: Enhancing Public Spaces
- TWO-MINUTE TRENDS: Enhancing Public Spaces

FOR THE OFFICE

- TWO-MINUTE TRENDS: Creativity & Problem Solving
- TWO-MINUTE TRENDS: PHOTOGRAPHY
 - Aerial Photography
 - Photography for Social Media
 - Photography for Social Media
 - Photography for Social Media

The Two-Minute Trends program with videos and photography is presented to the media, interior design community, and consumers through a dedicated web page.

SAF

Online Resource Center for the Floral Industry

SAF

Two-Minute Trends Resource Center

Educate Consumers on the Power of Flowers in Interiors

In the first volume to be directly related with the interior design community, SAF is proud to have published *Bringing Nature Home*. This illustrated design program is a professional program created to educate interior designers and architects and to help them bring the natural world into their homes. The program also provides guidance on how these design pros can better engage flower and plant owners, helping them recognize, understand and purchase environmental products.

The success "heart" of the program is *Two Minute Trends* with its on-site resources. A series of seven stories featuring the creative, beautiful and meaningful uses of flowers, as well as color trends for residential and commercial spaces. The series begins with the expert advice of interior designer Kelli Ellis, of *House Beautiful*. Kelli's expertise, with the support of other interior design experts, together with industry professionals and art and science of flowers in a design that is more inclusive and action-oriented, and includes living spaces as well as work environments. The *Two Minute Trends* series is also available as an award-winning professional photography series created by SAF member Tom Wray, PhD, who's also the author of *Bringing Nature Home*.

Make it Work for Your Business

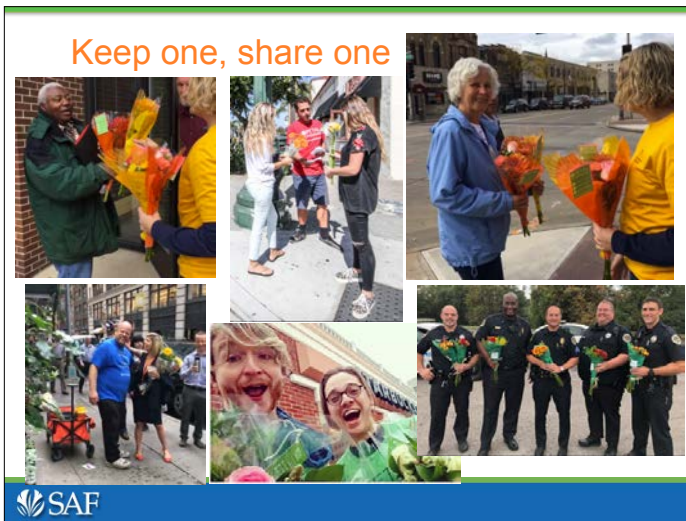
Get the most from your content and marketing about products, and show clearly to customers that makes them feel like an SAF member, you can register as an Two Minute Trends to ensure customers about how flowers improve emotions and enhance personal and residential spaces. Click the link in the top left of the site and follow and share SAF's Two Minute Trends post back through Twitter and Facebook.

Two-Minute Trends Quick Links

- Floral Photography
 - Floral Photography
 - Suggested Social Media Posts
 - Suggested Email for Social Media
 - Suggested Instagram and Facebook Posts
 - Suggested Instagram and Facebook Posts
 - Suggested Instagram and Facebook Posts
 - Suggested Instagram and Facebook Posts
 - Suggested Instagram and Facebook Posts
- SAF Friends
 - SAF Friends

esocoflores The professional design of flowers program and two-minute trends videos are made possible thanks to funding by longtime SAF PR Fund supporter associates.

SAF



Twitter
 Daily Herald
 FOX 5
 NewsTribune
 THE DAILY REPORTER
 PETAL IT FORWARD
 TV 6
 Instagram

SAF

#PETALITFORWARD
 Powered by SAF for members like you!
 573 events
 467 cities
 50 states + DC + Canada
 82 million consumer impressions
 Local Action. National Impact. That's the Power of SAF.
 Learn more at safnow.org/pif

SAF

Petal It Forward 2018

Wednesday, October 24

SAF

Petal It Forward 2018

SIGN UP: safnow.org/piform
 Tips & Resources: safnow.org/PIF

SAF

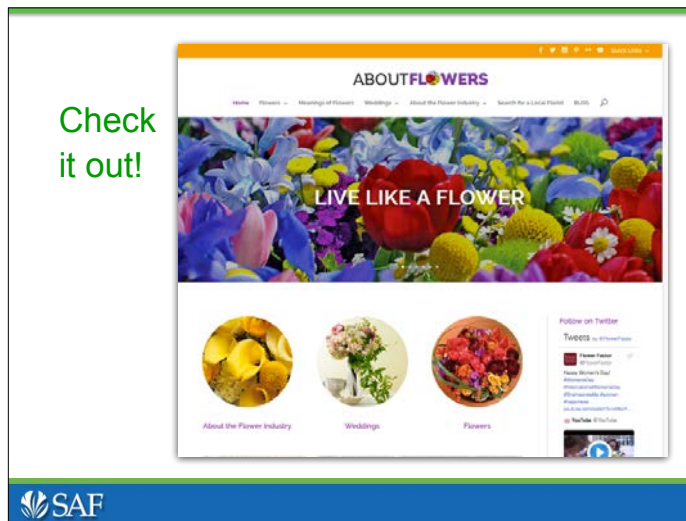
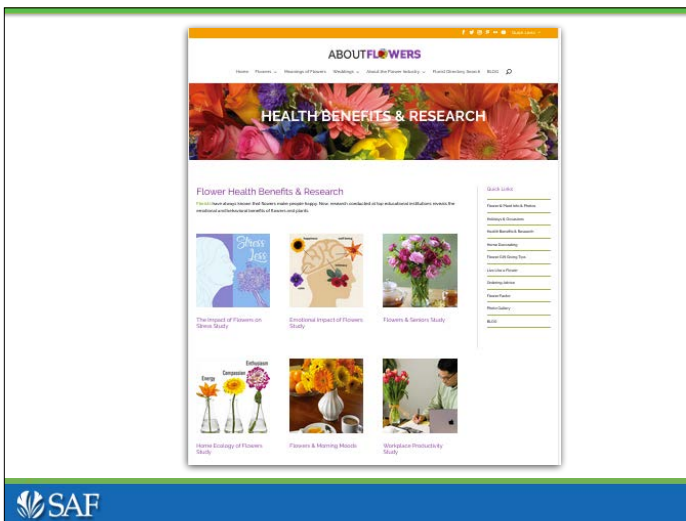
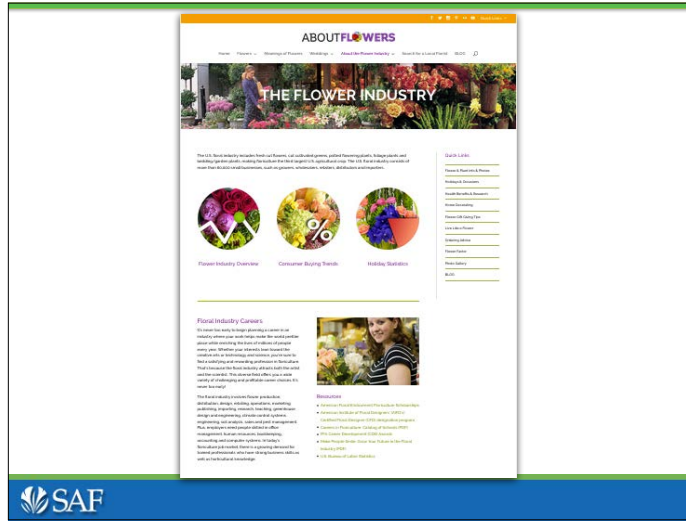
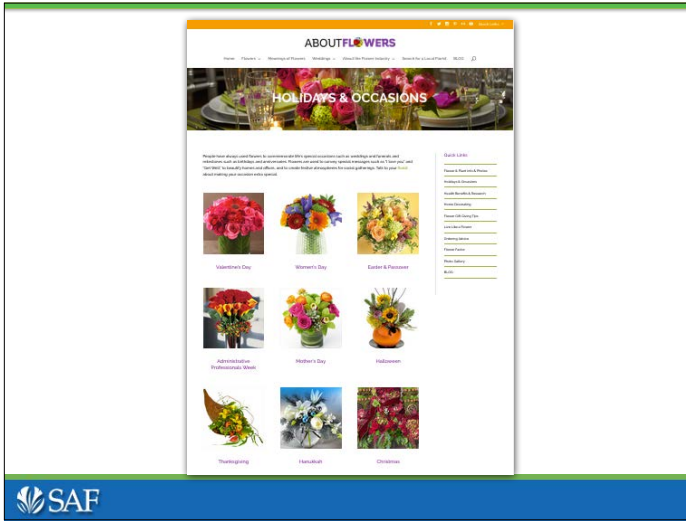
AboutFlowers.com
 ABOUTFLOWERS
 LIVE LIKE A FLOWER
 GIFT GIVING
 HOME DECORATING
 HOLIDAYS & OCCASIONS
 DID YOU KNOW?

SAF


ABOUTFLOWERS
 WEDDING FLOWERS
 Flowers are one of the most important elements of the wedding day. They set the mood and tone for the event with their beauty, color, style and elegance. The flowers will be remembered and cherished for years to come, especially when adorning photographs. Your florist will work to ensure you have a picture perfect wedding.

Quick Links
 Flower & Plant Info & Photos
 Holidays & Occasions
 Health Benefits & Research
 Home Decorating
 Flower Gift Giving Tips
 Live Like a Flower
 Ordering Advice
 Flower Facts
 Photo Gallery
 BLOG


SAF



New University Research on the Health Benefits of Flowers



SAF PR FUND



Erin Largo-Wight, Ph.D.
Associate Professor
Department of Public Health
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Flowers and Stress Study: The impact of flowers on stress and health among women

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Department of Public Health
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Why Study Stress?

- Prevalent
- Negative impact on health
- Solutions are important



Health By Design



Health By Design

Contact with Nature

Biophilia Hypothesis - nature contact and being outdoors is an effective intervention for people today because of the linkage to survival in the past (Buss, 1995; Wilson, 1984).



Attentional Restoration Theories - nature contact enhances health and learning through a process of restoration (of fatigued cognitive resources) and / or stimulation (of underutilized areas to balance concentrated stimulation and or enhanced sensory perception) (Kaplan, 1995; Ulrich, Simons, Losito, Florito, Miles, Zelson, et al., 1991).



Urban Trees and Vegetation



(Kuo & Sullivan, 2001)



greener areas surrounding inner city housing projects, less crime reported



Urban Trees and Vegetation



(Grahn & Stigsdötter, 2003)

more often participants visited green space in the city or town, the less likely he or she would be to report perceived stress and stress-related illnesses



Natural View from Window (Prison)

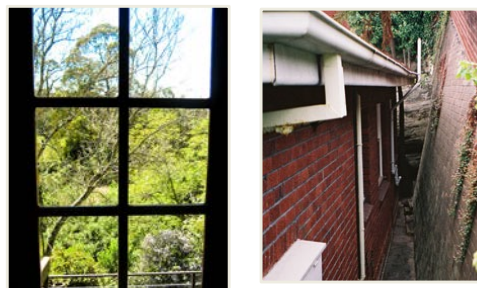


(Moore, 1981; Kaplan R, 2001)

prisoners with an outside view from their cell window of rolling farmland and trees had 24% less sick visits than prisoners with a courtyard view from their cell window.



Natural View from Window (Hospital)



(Ulrich, 1984; Kaplan R, 2001)

patients in hospital room with window nature view spent less days in hospital, used less pain medication, and less negative comments than patients in identical room with brick view



Bright Natural Light (Clinical)



(Beauchemin & Hays, 1996)

patients with bright sunny (direct) rooms had significantly shorter average hospital stays (16.9 days) than patients in dimly lit (structure) rooms (19.5 days)



Indoor Plants (Office)



Larsen et al., 1998

high plant condition (22 plants in 130 square feet office space) reported greater well-being, greater perceived office attractiveness, and comfort than the other conditions



Fish Tanks (Office/Clinical)



(Katcher et al. 1984)

dental patients who viewed fish swimming in an aquarium had significantly lower anxiety and discomfort and increased patient compliance than their counterparts



Nature Sounds/Images (Clinical)



(Diette et al., 2003)

RCT showed that nature therapy group (bedside curtain with nature scene & nature CD) showed 43% increase in the self-reported pain control for diagnostic procedure compared to the control group



SUMMARY OF OUR NATURE CONTACT RESEARCH



Contact with Nature at Work

Largo-Wight, E., Chen, W., Dodd, V., & Weiler, R. (2011). The Nature Contact Questionnaire: A measure of healthy workplace exposure. *WORK: A Journal of Prevention, Assessment, & Rehabilitation*, 40(4), 411-423.

Directions (Part 3): The following questions are about your contact with the outside environment near your office. (Choose N/A if you did not have a work break or lunch break last week)

	0	1	2	3	4	5 or more
See plants or flower arrangements	✓	✓	✓	✓	✓	✓
Artificial plants or flowers arrangements	✓	✓	✓	✓	✓	✓
Landscaping (including those on down) that lead directly to the outdoors	✓	✓	✓	✓	✓	✓
Fish aquarium with live fish	✓	✓	✓	✓	✓	✓
Artwork or art	✓	✓	✓	✓	✓	✓
Paintings or drawings that represent realistic natural scenes or animals (such as open fields, trees, flowers, sea shells, ocean, etc., etc.)	✓	✓	✓	✓	✓	✓
Statues or professional photographs of natural scenes or animals	✓	✓	✓	✓	✓	✓
Realistic sculptures or carvings of animals or natural elements (such as a bird or sunset)	✓	✓	✓	✓	✓	✓

* 4. In your primary workspace last week (Monday-Friday), what percentage of the time did you...

	0%	1-20%	21-40%	41-60%	61-80%	81-100%
Have sunlight lighting your space?	✓	✓	✓	✓	✓	✓
Have an unobstructed view outside (birds open and not closed)?	✓	✓	✓	✓	✓	✓
Listen to recorded nature sounds (such as ocean waves)?	✓	✓	✓	✓	✓	✓
Watch images of natural places or animals on a TV or monitor?	✓	✓	✓	✓	✓	✓

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The Nature Contact Questionnaire: A measure of healthy workplace exposure

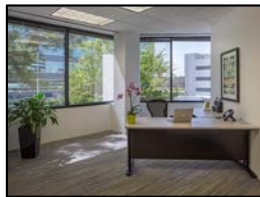
Abstract: The purpose of this study was to develop and validate a measure of healthy workplace exposure. The Nature Contact Questionnaire (NCQ) was developed and tested on a sample of 100 employees. The NCQ consists of 30 items that assess contact with nature in the workplace. The NCQ was found to be a reliable and valid measure of healthy workplace exposure. The NCQ was found to be a reliable and valid measure of healthy workplace exposure.



Contact with Nature in Office

Largo-Wight, E., Chen, W., Dodd, V., & Weiler, R. (2011). Healthy workplaces: The role of nature contact office exposures on employee stress and health. *Public Health Reports*, 126 (Suppl. 1), 124-130.

Healthy Workplaces: The Effects of Nature Contact at Work on Employee Stress and Health



503 desk-bound office staff with more contact with nature in their office had significantly less reported perceived stress and health complaints. Of the three subscales of Nature Contact, the most "direct" contact had largest effect.

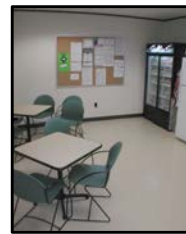


Contact with Nature in Office

Largo-Wight, E., Wlyudka, P.S., Merten, J.W., & Cuvelier, E. (2017). Effectiveness and feasibility of a 10-minute employee stress intervention: Outdoor booster break. *Journal of Workplace Behavioral Health*, 1-13. doi: 10.1080/1555240.2017.1335211

Effectiveness and Feasibility of a 10-minute employee stress intervention: Outdoor booster break

Abstract: The purpose of this study was to evaluate the effectiveness and feasibility of a 10-minute employee stress intervention. The intervention consisted of a 10-minute outdoor booster break. The intervention was found to be effective and feasible. The intervention was found to be effective and feasible.



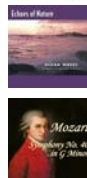
No demographics or baseline stress difference between control (n=19) & trt. (n=18). Average posttest stress scores were lower for both control (p=0.173) & trt. (p = 0.0065; 95%CI: 1.69-8.88). A main effects ANCOVA model revealed controlling for baseline stress, post intervention stress was 4.22 (95% CI: 0.17 - 8.28) lower for the treatment group compared to controls (p = 0.041).



Contact with Nature in Office

Largo-Wight, E., OHara, B.K., & Chen, W. (2016). The efficacy of a brief nature sound intervention on muscle tension, pulse rate, and self-reported stress: Nature contact micro-break in an office or waiting room. *Health Environments Research and Design Journal*, 10(1), 45-51. doi: 10.1177/1937586715619741

The Efficacy of a Brief Nature Sound Intervention on Muscle Tension, Pulse Rate, and Self-Reported Stress: Nature Contact Micro-Break in an Office or Waiting Room



No difference among demographic or EMG and self report baseline data (pulse) among groups silence (n=9), nature sound (n=17), & classical music (n=14). A paired t-test by group showed a decrease in muscle tension, pulse rate, and self-reported stress in the nature group and no significant differences in the control or the classical music groups. The significant reduction in muscle tension occurred at least by seven minutes of listening to the nature sound.



Contact with Nature in School

Largo-Wight, E., Guardino, C., Wludyka, P.S., Hall, K., Wight, J.T., & Merten, J.W. (2018). Nature contact at school: The impact of an outdoor classroom on children's well-being. *International Journal of Environmental Health Research*. Doi: 10.1080/09603123.2018.1502415

Nature contact at school: The impact of an outdoor classroom on children's well-being



Significantly fewer teacher redirections of child behavior condition (t = 2.49, p < 0.05) and fewer children were off task on average in the nature condition. There were mixed wellbeing results; children reported no significance difference in happiness in the two conditions, but teachers reported modest benefit in child well-being in the nature condition.



Largo-Wight, E., Wlyudka, P.S., Merten, J.W., & Cuvelier, E. (2017). Effectiveness and feasibility of a 10-minute employee stress intervention: Outdoor booster break. *Journal of Workplace Behavioral Health*, 1-13. doi: 10.1080/15555240.2017.1335211

International Journal of Environmental Health Research
Vol. 21, No. 1, February 2011, 41-61



Cultivating healthy places and communities: evidenced-based nature contact recommendations

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(Revised 2 February 2010; final version received 8 May 2010)

Cultivating healthy places is an important public health focus. This paper presents evidence-based recommendations related to nature contact. A multi-disciplinary review was conducted in several fields of study and findings were organized into public health recommendations: (1) cultivate grounds for viewing, (2) maintain healthy gardens, (3) incorporate wooded parks and green space in communities, (4) advocate for preservation of prairie wilderness, (5) welcome animals indoors, (6) provide a plethora of indoor potted plants within view, (7) light rooms with bright natural light, (8) provide a clear view of nature outside, (9) allow outside air and sounds in, (10) display nature photography and realistic nature art, (11) watch nature on TV or video, and (12) listen to recorded sounds of nature. The findings should inform public health promoters in the design of healthy places and communities. Future research needs are highlighted.

Keywords: healthy communities; healthy places; nature contact; public health promotion

Environmental health

Physical environments influence health in a myriad of ways through psychological, behavioral, social, and biological pathways (Lawrence and Hartig 2001; Northridge et al. 2003). The current mainstream conceptualization of environmental health is the study of built environmental factors or exposures that may threaten human health through biological pathways. Sources of water pollution, chemical contaminants commonly found in water, soil and hazardous waste removal procedures, radiation concerns, and air pollutants are common focal points of environmental

1. Advocate preserve wilderness
2. Incorporate wooded parks/green space communities
3. Maintain gardens at settings
4. Cultivate grounds for viewing
5. Welcome animals
6. Potted plants
7. Bright, natural light
8. Clear view outside
9. Allow outside air/sounds in
10. Nature photography/art
11. Nature simulations
12. Recorded nature sounds



THIS STUDY

Impact of Flowers on Stress



Purpose

This experimental study was designed to examine the effect of a cut flower arrangement on self-reported stress among women.



Methodology

- N=170 women, ages 18-65
- 12 consecutive days of stress surveys
- Delivery (day 5/6) of “thank you” gift:
 - n=58 flower delivery
 - n=55 luxury candle delivery
 - n=57 no delivery



Methodology

Description of Surveys

Surveys	
Stress	<ul style="list-style-type: none"> • The Perceived Stress Questionnaire (PSQ) asks participants to consider how often they have felt a certain way within the past month from a list of 30 items such as “you feel mentally exhausted”, “your problems seem to be piling up”, “you feel discouraged”, and “you have trouble relaxing” with a four-point Likert scale ranging from usually to almost never. Response options are on a 4-point Likert scale ranging from almost never to usually. This tool is particularly useful in prospective studies. It has high internal consistency and is sensitive to temporal fluctuations. The tool was modified in this study to measure stress over the past few days (Lewinsohn et al., 1992).
Daily Brief	<ul style="list-style-type: none"> • The short form of the Spielberger State-Trait Anxiety Inventory (STAI) is composed of 6 items that are ranked from in terms of predicted frequency. Response options are on a 4-point Likert scale ranging from not at all to very much. Scores can range from 20-80. According to Spielberger’s Manuals to interpret scores, the “normal” score ranges from 34-36, where higher scores indicate greater perceived stress. (Marbau and Bekker, 1992) • The Profile of Mood States 2nd Edition (POMS) is a 40-question self-report assessment of participant mood, emotion, and affective traits. Response options are on a 5-point Likert scale ranging from not at all to extremely. It contains 9 subscales that measure a Total Mood Disturbance score. A constant (100) was added to the raw score to make numbers positive. (Lin et al., 2014) • The Positive and Negative Affect Schedule (PANAS) is a 20-question self-report measure of positive and negative affect. Response options are on a 5-point Likert scale ranging from very slightly or a little to extremely. In two distinct scores. Scores range from 10-50 points, where the sum of the 10 positive items is subtracted by the sum of the negative items, where a high score indicates a more positive affect and less of a negative affect. (Watson et al., 1988)
Impact	<ul style="list-style-type: none"> • Tailored items were used in this study to measure the impact of the “thank you” gift. Items focused on the impact the thank you gift had on women’s enjoyment, stress reduction, mood, and well-being. Each item consisted of 5-point Likert response options from at all to very much



Results

Sample Characteristics

	Flowers (58)	Other Gift (55)	Control (57)
Mean Age	35.5 years	37.5 years	38.6 years
Race/Ethnicity	Non-White 29.1%	White 28.2%	32.2%
	70.9%	71.8%	67.8%
Education	Grade 12 or GED 5.4%	5.7%	12.3%
	College 1-3 Years/Technical School 32.1%	24.9%	26.3%
	College Graduate 39.3%	37.7%	36.8%
	Graduate School, 2+ Years 23.2%	32.1%	24.6%
Employment	Employed for Wages 71.4%	58.2%	71.9%
	Self Employed 7.1%	9.1%	8.9%
	Home Parent 7.1%	14.9%	8.9%
	Student 8.9%	9.1%	5.1%
	Retired 3.6%	3.6%	3.4%
	Not Presently Working 1.8%	5.5%	1.7%
Income	< 35,000 12.5%	18.2%	15.8%
	35,000 – 50,000 17.8%	18.2%	19.3%
	50,000 – 75,000 26.8%	21.8%	14.9%
	>75,000 41.1%	41.8%	50.9%
Marital Status	Married 56.4%	40.0%	57.9%
	Divorced or Separated 10.9%	20.0%	8.8%
	Never Married 32.7%	40.0%	33.3%
Service	Active Duty Armed Forces 1.7%	5.5%	1.7%



Results

Reported Stress

Women living with flowers, even just for a few days, reported a significant decrease in their stress levels.



Results

Reported Stress

Perceived Stress Questionnaire (PSQ)

- Posttest lower in all groups
- Flower group had greatest reduction in stress (average 5.5 points drop, $p < .00001$)

Group	Mean	Change Score	Standard Deviation	Std Error of Mean	95% Confidence Interval		t	df	Sig (2-tailed)
					Lower	Upper			
PostFlowers	62.576	-5.500	7.870	1.091	-7.691	-3.308	-5.039	51	0.00001**
PreFlowers	68.077								
PostCandles	64.302	-2.566	10.520	1.45	-5.466	0.334	-1.776	52	0.08163
PreCandles	66.868								
PostControl	61.681								
PreControl	64.489	-2.809	8.187	1.194	-5.212	-0.405	-2.352	46	0.02302*

Results

Reported Daily Mood

There were no detectable differences or trends in mood changes day-to-day among the groups, but women in the flower group reported significantly greater impact of flowers on mood at the end of the study compared to the candle group.



Results

Reported Impact

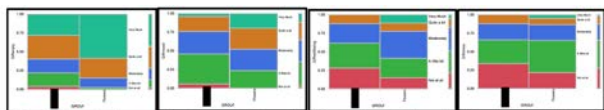
Women that received flowers reported greater enjoyment, improvements in mood, more stress reduction, and better well-being following living with flowers for a few days.



Results

Reported Impact

- Women in the flower group reported the following in comparison to the home decor (candle) group:
 - Significantly more of a positive response for enjoyment ($p < .05$)
 - Significantly better mood ($p < .05$)
 - Greater mean stress reduction
 - Greater mean well-being



Implications

- May create “moments of calm” through contact with nature such as flowers.
- Simply adding flowers to the home resulted in significant decrease in reported stress.



The industry has a great story to tell!



TODAY
2018

How to wake up in a good mood every day

Contributor: Sara Lin

Wouldn't it be nice to wake up like the folks in hotel commercials do? You know: smiling, arms outstretched, soaking up the sunlight peeking through the blinds. Sadly, if you're like most Americans, your morning is more "rise and whine" than "rise and shine."

But get this: It's actually possible to banish that potent mix of first-light grogginess and irritability once and for all. All you have to do is put some flowers on your nightstand. Yes, that's right: A simple bouquet can help kick start your day.

Stop pressing snooze and do this instead! (via Today Health & Wellness)

The secret to waking up happy every morning

A simple bouquet of flowers can help you start your day on a happy note.

How to keep your flowers looking fresh

The Society of American Florists, in conjunction with Nancy Escoff, an assistant clinical professor in psychology at Harvard Medical School, conducted a six-month study into how keeping flowers in the home can affect your mood. According to their findings, within a week, "feelings of compassion for others" skyrocketed. Plus, their research indicated that keeping flowers around the house can be a serious mood-booster for the rest of your day, even to the point of mitigating workday malaise.

But the clincher is this: Keeping floral arrangements around can minimize feelings of anxiety and stress, two major sleep inhibitors -- and likewise two things that are contributing to grouchy mornings. (No surprise here: Getting a good night's sleep is step number one for an easy wake up. For tricks on getting a better sleep, check out these 85 tips for your best sleep ever.)

Past research still generating news coverage

The Effects of Flowers on Stress Research
PR PROGRAM

- Program Elements:
- Graphics development
 - Web page
 - Press release and outreach to broadcast, print and online media
 - Satellite media tour
 - Blogger partnerships
 - Videos for social media
 - Paid promotion on social media



The Effects of Flowers on Stress Research
PR PROGRAM



The Effects of Flowers on Stress Research
PR PROGRAM



The Effects of Flowers on Stress Research
PR PROGRAM



The Effects of Flowers on Stress Research

LEAD RESEARCHER AS SPOKESPERSON

Erin Largo-Wight, Ph.D.



- Credibility: Areas of expertise includes Nature Contact & Stress
- Preparation: Message development and media training
- Activities: Quotes for press materials, media spokesperson, interviews



The Effects of Flowers on Stress Research

Present the PROBLEM: Americans are stressed!

According to a survey by Wakefield Research commissioned by SAF in July 2018:

- 68 percent of people feel stress on a weekly basis and 32 percent are stressed every day.
- Women, in particular, are impacted, with 25 percent reporting experiencing stress multiple times a day.

Present the SOLUTION:

Today, there is a surprisingly simple way to relieve stress: FLOWERS.



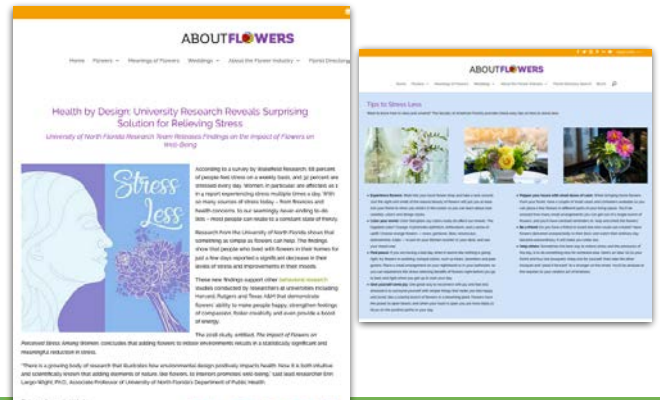
The Effects of Flowers on Stress Research

New research from the University of North Florida's Department of Public Health shows that living with flowers, even for just a few days, can significantly alleviate daily stress.

- "Now it is both intuitive and scientifically known that adding elements of nature, such as flowers, to interiors promotes well being."
- "The findings are important from a public health perspective because adding flowers to reduce stress does not require tremendous effort to generate a meaningful effect."
- "When life seems to be in a constant state of frenzy, flowers can provide a much-needed moment of calm."

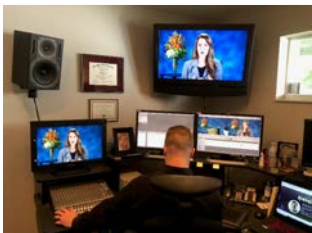


aboutflowers.com/StressLess



SATELLITE MEDIA TOUR

Official Program Launch: August 22, 2018



- 18 radio and TV interviews in one morning
- Markets included:
 - St. Louis
 - Sacramento
 - Phoenix
 - Baltimore
 - Houston
 - Seattle
 - Chicago



**PRESS RELEASE &
CUSTOMIZED MEDIA PITCHING**
Official Program Launch: August 22, 2018



SAF
Contact: Dana Mackay
dmac@saf.org | 772.226.4444

Health by Design: New University Research Reveals Surprising Solution for Reducing Stress
University of North Florida Department of Public Health Research New Study
On the Impact of Flowers on Well-Being

Orlando, FL August 22, 2018 – According to recent research, the presence of plants and flowers in a home has a positive impact on mental health. In particular, an individual's ability to experience stress is significantly reduced when flowers and plants are in the home. There are numerous reasons for this, and they have to do with the way that flowers and plants affect the brain.

A new study from the University of North Florida's Department of Public Health shows that living with flowers significantly reduces stress levels. The study, led by Dana Mackay, PhD, and Tracy A. Hines, PhD, was published in the journal 'Stress' and is the first to show that living with flowers in the home significantly reduces stress levels. The study, entitled 'The Impact of Flowers on Perceived Stress among Women, concludes that adding flowers to a home environment results in a statistically significant and meaningful reduction in stress.



According to Science, You Should Stock Your Home with *This* Item to Feel Less Stressed

Can fresh flowers actually lower your stress levels?

Fresh Flowers Can Help Lower Stress, Because Science Says So!

The power of flowers – perfect stress relief for Nebraskans

8 Amazing Benefits of Having Flowers in Your Home

Flowers Lower Your Stress Levels More Than Receiving A Candle Or Nothing At All, According To A Study

Can Fresh Flowers Actually Lower Your Stress Levels?

According to science, you should stock your home with "this" item to feel less stressed

Living with Flowers Can Alleviate Stress, Boost Energy, and Make You Happy

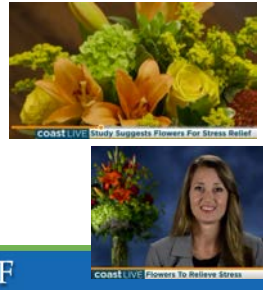
A new study says go ahead, buy yourself a bouquet.

USA TODAY
TOBY + CHILLI MORNINGS
NEW YORK POST
martha stewart
AOL
BESTLIFE
4WHEELS



**The Effects of Flowers on Stress
PR PROGRAM: Initial Results**
(As of 9/10/18)

105,416,618
Consumer Impressions to Date



Living with Flowers Can Alleviate Stress, Boost Energy, and Make You Happy
A new study says go ahead, buy yourself a bouquet!

martha stewart



JUST THE BEGINNING!
PR program will continue through
end of 2018 and into 2019



LONGEVITY
We expect to see ongoing pick up by news media, as well as requests for interviews.

BUILDS ON OTHER STUDIES
We expect past SAF research to be referenced and covered as a result of this new study.

ADDITIONAL PITCHES
We will conduct ongoing pitches based on calendar opportunities.

2019
Our outreach will continue into 2019 and the opportunities a new year brings.



JUST THE BEGINNING!
Resource center for SAF members
coming soon on safnow.org

Stay tuned to SAF publications



Marketing programs funded by



SAF PR FUND

Thank you participating growers, wholesalers, importers and suppliers



THANK YOU PR Fund Supporters!



SAF PR FUND

PLATINUM LEVEL 2018 (\$20,000+)

- Smithers-Oasis USA/
Floralife

GOLD LEVEL 2018 (\$15,000+)

- Syndicate Sales, Inc.



THANK YOU PR Fund Supporters!



SAF PR FUND

SILVER LEVEL 2018 (\$10,000+)

- Accent Decor, Inc.
- Delaware Valley Floral Group
- Kennicott/Vans/Nordlie

BRONZE LEVEL 2018 (\$5,000+)

- Bill Doran Company
- Equiflor/Rio Roses
- Pennock Company



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SAF PR FUND

JOIN TODAY!

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The Power of Flowers:
Reaching the Consumer
Through Creative Promotion

