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

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

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

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

aboutflowers.com/twominutetrends

Online Resource Center for the Floral Industry

safnow.org/twominutetrends

Petal It Forward

Keep one, share one
Petal It Forward 2018

Wednesday, October 24

Tips & Resources: safnow.org/PIF

SIGN UP: safnow.org/pifform

Aboutflowers.com
New University Research on the Health Benefits of Flowers

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

Erin Largo-Wight, PhD
Associate Professor
Department of Public Health
University of North Florida
largo.white@unf.edu

Why Study Stress?
- Prevalent
- Negative impact on health
- Solutions are important

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, Flörto, Miles, Zelson, et al., 1991).

Urban Trees and Vegetation
Green areas surrounding inner city housing projects, less crime reported.
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.

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.

patients with bright sunny (direct) rooms had significantly shorter average hospital stays (16.8 days) than patients in dimly lit (structure) rooms (19.5 days).

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.

dentists who viewed fish swimming in an aquarium had significantly lower anxiety and diastolic blood pressures and increased patient compliance than their counterparts.

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


Contact with Nature in Office

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.


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


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


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 pre-treatments, but teachers reported modest benefit in child well being in the nature condition.
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

Results

<table>
<thead>
<tr>
<th>Sample Characteristics</th>
<th>Flowers (n)</th>
<th>Other Gift (n)</th>
<th>Control (n)</th>
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<tr>
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<tr>
<td>College 1-3 Years</td>
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<tr>
<td>College 4+ Years</td>
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<tr>
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<tr>
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<td>Annual Income</td>
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</table>
Results

Reported Stress

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

Perceived Stress Questionnaire (PSQ)

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Mean</th>
<th>Change Score</th>
<th>Standard Error</th>
<th>95% Confidence Interval</th>
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<th>df</th>
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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.

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!

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

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

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.

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

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

105,416,618
Consumer Impressions to Date

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.

BUILD 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

Marketing programs funded by

Thank you participating growers, wholesalers, importers and suppliers
THANK YOU PR Fund Supporters!

PLATINUM LEVEL 2018 ($20,000+)
- Smithers-Oasis USA/Floralife

GOLD LEVEL 2018 ($15,000+)
- Syndicate Sales, Inc.

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

safnow.org/prfund

safnow.org/prfund
jsparks@safnow.org

The Power of Flowers:
Reaching the Consumer Through Creative Promotion

Society of American Florists