Plants and People Together: The Benefits of Selling Garden Therapy



Breathe

energize

Recharge

Calming

My happy place

Refocus

ahhhhhhhhhh

restore



Horticulture Therapy

What is it?



Horticultural Therapy (HT) Therapeutic Horticulture

 is the practice of engaging people in horticultural activities to improve physical, emotional, social, vocational, and / or spiritual health.

• Therapeutic benefits occur when people are exposed to plants and when they take part in planning, planting, growing, and caring for plants.



My goal is to bring plants and gardening to those who have lost the privilege or are unable to do conventional gardening.

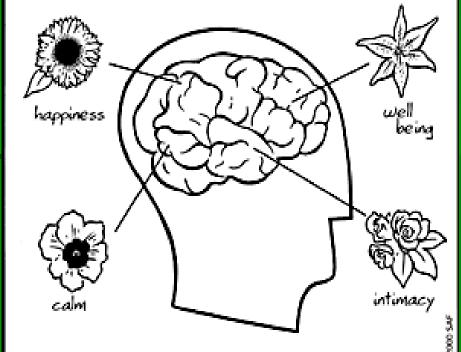


Flower Power !!

- Immediate impact on happiness when receiving flowers universal reaction in all age groups.
- Long-term positive effect on mood, less depressed, anxious and agitated after receiving flowers
- Intimate connections. The presence of flowers led to increased contact with family and friends.
- "Common sense tells us that flowers make us happy," said Dr. Haviland-Jones. "Now, science shows that not only do flowers make us happier than we know, they have strong positive effects on our emotional well being."

The True Power of Flowers

Research conducted at Rutgers shows flowers have a positive impact on emotional health.



Source: Emotional Impact of Flowers Study, Rutgers, The State University of New Jersey



2. Seniors



















5. Brain Injured and Rehab

6. Gardeners and the general public









An Aging population

- As the population ages we find more people wanting to live in green spaces or in easy access of them.
- Seniors need to experience the feeling of self worth which can be found through growing and nurturing plants.
- Opportunity for social interaction
- Improve fine motor skills, physical strength, and mobility





Elements needed for a therapeutic garden space

- Shade/Sun
- Seating areas that are sturdy and comfortable
- Handicapped accessible
- Smooth, wide walkways
- Safe space
- Social and private spaces
- Raised garden beds
- Sensory oriented plant selection



Join me in exploring various forms of therapeutic gardens.



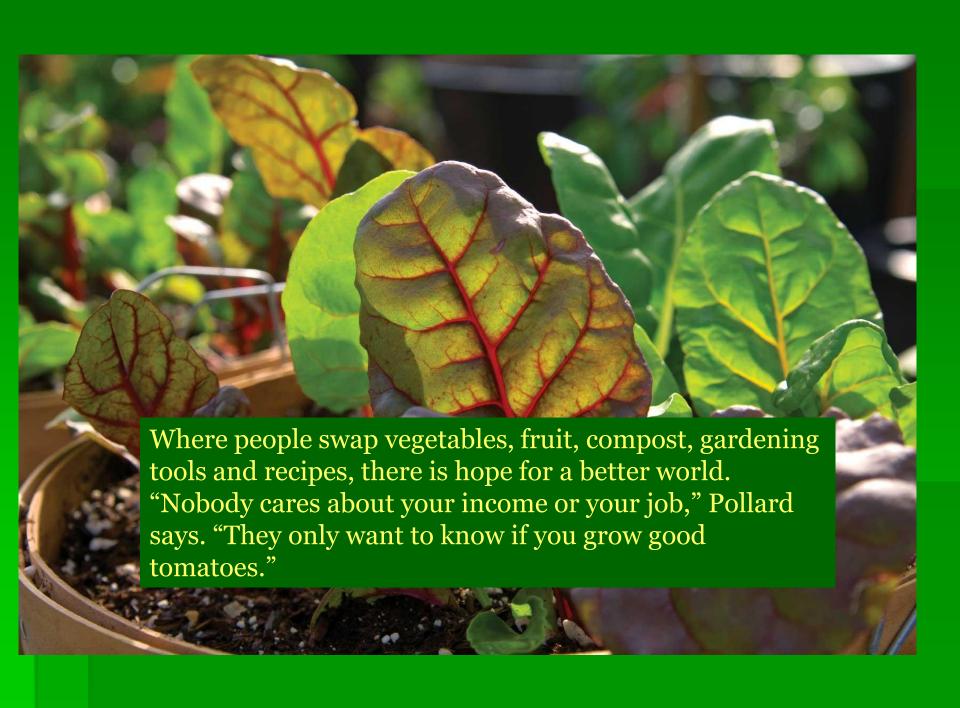






Christine Pollard, a registered horticultural therapist from B.C., who has been a horticultural therapy for over 25 years says:

"Bring together a group of like-minded people with an interest in growing food and you will always have lively discussion. There is an exchange of ideas, questions, answers, and even a bit of bragging. In short, gardening cures shyness. He who has little to say otherwise is likely to share his recipe for green tomato chutney without much prompting, if he is a gardener."















Raised garden beds ready to be planted

















Therapeutic Garden at Riverwood Conservancy in Missisauga ON



- "I have seen before my eyes, the spiritual growth clients undergo.
- wonders of nature can represent a profound change in drug addicts to feel positive....by nurturing plants people can give back skills and renewed energy to families as well as to their community.
- in the elderly we see a rekindling of the desire to live and to do something meaningful.
- gardening provides people struggling with mental illness with a chance to hold onto reality and to master their environment.
- a depressed client's mood is altered in the greenhouse setting. Negative emotions are channelled through constructive activities which promote optimism, confidence and self worth."

Mitchell Hewson (the first Registered Horticultural Therapist to practice in Canada).

"What I love about horticulture therapy is that we don't look at what people can't do. We look at what they can do and go from there." Christine Pollard



What can you do as landscapers and garden centre owners to make your clients aware of the benefits of plants?

- Suggest some of the garden styles I have discussed today to incorporate into your designs.
- Collaborate with a local horticultural therapist or master gardener to come to your garden centre to offer workshops for your customers.
- Visit a local community senior's centre and bring in some plants to show and tell.
- Write about HT in your company's enewsletter.
- Share your love for plants with others!

Thank you!



It has been a pleasure to share my work with you.

karinvermeer.ca