

Interpretive Program Outline

Go Native. Grow Native.



Project Overview

This sample interpretive program outline was developed as part of Certified Interpretive Guide (CIG) training through the National Association for Interpretation. It demonstrates the development of a themed interpretive program, including audience analysis, measurable objectives, thematic development, audience engagement, and program planning.

Program Theme:

"By planting native plants, we can help create a healthier environment for both wildlife and future generations."

The program is designed for families, adults, and explores how native plants support wildlife, strengthen ecosystems, and influence the environmental legacy left to future generations.

Program Summary

Program Title: Go Native. Grow Native.

Theme: By planting native plants, we can help create a healthier environment for both wildlife and future generations.

Audience: Families and adults.

Goal: To increase awareness of how native plants support Texas wildlife.

Objective: 50% of the audience will accept an informational brochure at the end of the program.

Measurement: Count the number of people who accept the brochure.

Program Materials: Informational brochure. Sample native plant flowers and leaves.

Introduction:

1. Welcome and Introduction

- Introduce yourself.
- Introduce the program title: *Go Native. Grow Native.*
- Briefly explain the purpose of the program.

2. Safety and Logistics

- Safety briefing.
- Tour duration.
- Program route/plan.
- Opportunities for questions.

3. Hook Statement/Question

"How many of you have planted a tree, shrub, or flower in the last few years?"

(Allow show of hands.)

4. Transition to Theme

"Most of us probably don't think much about the long-term impact of those choices. Today we'll explore how our planting choices affect wildlife, ecosystems, and future generations."

5. State Theme

"By planting native plants, we can help create a healthier environment for both wildlife and future generations."

6. Preview the Program

Today we'll examine:

- How native plants provide food and shelter for wildlife.
- How native plants support healthier ecosystems.
- How our planting choices influence the environment future generations will inherit.

Program Content (subthemes):

Subtheme 1:

Native plants provide the food and shelter that many Texas wildlife species depend on.

Subtheme 2:

Native plants help create healthier and more resilient ecosystems.

Subtheme 3:

The planting choices we make today influence the environment that future generations will inherit.

Conclusion:

- Restate the main theme.
- Briefly summarize the three subthemes.
- Offer a brochure or reading list.
- Provide a call to action.

"As you leave today, consider how the plants you choose can help create a healthier environment for both wildlife and future generations."

- Thank visitors for attending.
- Invite questions.

References

The following sources were consulted in the development of this interpretive program. Primary plant examples include Live Oak, Anacua, Turk's Cap, Autumn Sage, Fall Aster, and Blackfoot Daisy.

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