



FACT SHEET

PURPOSE

Henderson Behavioral Health POPPY PROJECT of vibrant, large (6 feet & 5 feet tall) poppies as pop-up art at locations throughout Broward County from May to November 2026 is a visual display of remembrance, patriotism and awareness in support of veterans, military and families while raising funds to enhance program support for those facing mental health concerns and challenges. Florida has the second largest veteran population in the nation.

After World War I, bright red poppies were seen growing across the battle-scarred fields of Europe, particularly in Belgium and northern France. In 1915 the poem *"In Flanders Fields"* spread worldwide and turned the flower into a symbol of sacrifice and remembrance. In 1918 an American professor and humanitarian, deeply moved by the poem, began wearing a red silk poppy to honor fallen soldiers and campaigned to make it a national remembrance symbol, her efforts caught on internationally. By 1920, the newly formed American Legion officially adopted the poppy as its memorial flower and soon after began distributing handmade poppies to keep remembrance alive in everyday communities. The tradition continues today – the poppy represents sacrifice, remembrance, and support for veterans.

IMPACT OF HENDERSON BEHAVIORAL HEALTH

Established in 1953, Henderson Behavioral Health provides innovative healthcare, compassion, and hope for over 25,000 persons of all ages with behavioral health conditions in Florida each year. Through coordination of care, treatment, advocacy, and housing, Henderson assists and inspires people with mental illnesses and substance use disorders to reclaim their lives.

In 2025 Henderson provided support for 253 veterans and since 2023 Henderson has provided services and support for 638 veterans.

Henderson was re-accredited in 2025 (for three years) by the Commission on Accreditation of Rehabilitation Facilities (C.A.R.F.); a designation Henderson has continuously maintained since 1992.

BLOOMING SOON. . . POPPY POP-UP DATES AND LOCATIONS (additional dates and locations being finalized and will be announced soon)

May 21 Poppy Project Kick-off, Tunnel Top Plaza, Las Olas Blvd

May 25 Memorial Day

July 2 Poppy Project Celebration of AMERICA 250, Laura Ward Park (next to Stranahan House)

November 11 Veterans Day – Celebration in Esplanade Park, Ft. Lauderdale

FUNDRAISING

POPPY PROJECT components include public art exhibits presenting a visual display of remembrance and patriotism, special events tied to national holidays, a legacy wall, and sponsorship opportunities. Through these avenues, POPPY PROJECT provides an accessible community engagement opportunity to generate awareness and funds for Henderson's critical work providing mental health services to veterans, military, and families in our community. Additional information at www.hendersonbh.org or by phone as shown below.

CONTACT

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