

Brain Building with Vroom



Building resilient families

Research tells us that early childhood is a critical period of brain development as brains develop rapidly in the first five years of life. To help families make the most of this precious time, Essentials for Childhood has partnered with the Bezos Family Foundation to offer the Vroom program to community-based programs and initiatives. Essentials is building a statewide network of partners to embed Vroom into their programs and initiatives.



Based in science

Vroom takes early brain science out of the lab and puts it into the hands of caregivers. Vroom empowers parents to see what they are already doing to support their child's brain development, and encourages more of it. Boosting children's learning doesn't require more time, money, or stuff. It is about making little changes in how we use our time with our children to have a big impact on their growing brains.



What is Vroom?

Vroom translates brain science into principles and tips for moms, dads, and other caregivers. It uses accessible technology and print materials to reinforce brain building messages. Vroom activities are fun, easy, and suitable for a variety of settings.



How Vroom works

Leaders in neuroscience, psychology, behavioral economics, parenting, and early childhood development make up the brain trust behind Vroom. Vroom takes that science from the lab and puts it into hands of parents and caregivers. Vroom is content we can use to enhance programs, systems, and initiatives that connect with and engaging families.

Each activity is written to be age appropriate and does not require a lot of time or money to complete.

The Brainy Background™ explains how this interaction builds the child's brain.

Home Museum Ages 4-5

Invite your child to find some special things and put them out like in a museum or store. Have them lead you through their collection. Ask them to share with you why the items are meaningful. Take turns choosing your favorite things to share with each other.

[Find more tips at Vroom.org](#)

Front

Like many other tips, this is geared towards back and forth interactions.

Brainy Background™

In this activity your child is practicing important communication skills. Thinking about what to say and how to say it uses memory too. When you listen and share their words, feelings, and actions you're also building a safe place for learning.

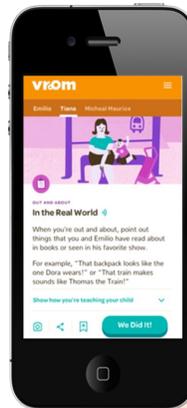
vroom.

Back

Get help sharing Vroom

Essentials for Childhood can assist you with sharing Vroom with your community and can connect you to peers who are using Vroom with families they serve. What you can expect:

- Webinars on topics such as brain-building basics, how to use Vroom, how to integrate it into a variety of settings and evaluating Vroom implementation. Webinars will include presentations by partners about their experience with Vroom and cross-partner discussions to share ideas and problem-solve your challenges.
- Communications tools such as web content, newsletter articles, slide decks, social media posts, evaluation tools, and talking points you can use to share Vroom. Essentials can work with you to customize tools to your audience.
- Essentials can provide presentations and exhibits about Vroom at partner meetings and events.



“Community partners were impressed by Vroom’s positive parenting message and emphasis on strengthening parent-child interaction through every day moments. The beautifully designed and highly engaging materials were viewed as a great resource to help achieve our common vision.”
2016 Pierce County Activation Report, Project Child Success

“Whether in the hospital room of a newborn and his/her family, or in the exam room of my office with a busy toddler, parents respond to hearing about Vroom by downloading the app right then and there. Parents are excited to support their child's development and appreciate the informative messages. We all need to hear that 'we have what it takes' to do this most important, and initially daunting, job of being a parent.”
Pediatrics Northwest physician

Get involved!

To reach Marilyn Gisser, MHSA, email us at Essentials4childhood@doh.wa.gov or call 360-236-3503.

“Vroom helps parents feel like brain-building superstars. It's not just the educational content, it's also the empowering confidence that gives loving parents a strong foundation for raising bright, happy kids.”
Dr. Benjamin Danielson, Clinic Chief and Clinical Director, Odessa Brown Children's Clinic, Seattle

