



## On the Move with Vroom Family Engagement Presenter Outline



*This training was created by Child Care Aware of New Hampshire, NH's most trusted child care resource providing child care referrals and consumer education to NH Families. Additionally, Child Care Aware of NH provides professional development through training and technical assistance to early childhood providers throughout the state of NH.*

**Training Description:** This training is meant to bring awareness of the family engagement tool, Vroom. Vroom supports early brain development and promotes the benefits of investing in the early years. This technological resource supports the use of everyday moments and activities with children. Vroom was created based on scientific research and development done by the Bezos Family Foundation.

**Core Knowledge Area:** Building Family and Community Relationships & Child Growth and Development

**Target Audience Level:** Parents and families

**Training Length:** 30 minutes

### **Learning Outcomes:**

Through this workshop, families will be able to:

- Understand the research behind Vroom.
- Learn ways to incorporate Vroom into their daily routines.
- Recognize how this tool benefits their child's brain development.

### **Materials needed:**

- PowerPoint, Computer, Projector, Speakers, Screen, Wi-Fi
- Activity: Tip Card sheets printed
- Self-Tip Cards printed

### **Agenda:**

#### **Welcome (2-3 minutes)**

- Slide 1: Welcome
- Slide 2: Remind participants of the workshop description.
- Slide 3: Review learning outcomes.

#### **What is Vroom? (5 minutes)**

- Slide 4: What is Vroom?
  - Vroom turns shared moments into brain building moments. Whether it's mealtime, bath time, or anytime in between, there are always ways to nurture our children's growing minds.

- New science tells us that our children's first years (birth through five) are when they develop the foundation for all future learning. Every time we connect with them, it's not just their eyes that light up—it's their brains too. In these moments, half a million neurons fire at once, taking in all the things we say and do. We can't see it happening, but it's all there, all at work. That's why Vroom is here.
- Slide 5: Video Vroom: Everyone has what it takes to be a brain builder!
  - Watch the video. It is 2:10 long.
- Slide 6: People Behind Vroom
  - Brain Trust:
    - Science is at the heart of Vroom. Leaders in neuroscience, psychology, behavioral economics, parenting and early childhood development are our trusted collaborators. They've dedicated their lives to understanding early learning—and their work informs everything we do.
  - Brand Partners:
    - From the products on kitchen counters to those on changing tables, everyday items are at the center of many parent-child interactions—and can inspire powerful brain building moments.
    - Vroom is in the process of developing partnerships with some of the nation's most trusted brands to give you additional ways to access Vroom science.
  - Vroom Communities:
    - Vroom is all about meeting families in the places they live, work, and play. We're partnering with trusted community organizations and leaders, sharing Vroom Materials with them to give communities real ownership in our movement to create an early learning nation. Vroom is rolling out across the nation in partnership with cities, communities, states, and national nonprofits.
    - Child Care Aware of New Hampshire has been selected to be Vroom Ambassadors. As ambassadors our goal is to:
      - Help families in New Hampshire actively engage in the early years.
      - Bring Vroom awareness to families and providers.

### **The Science Behind Vroom (5 minutes)**

- Slide 7: Brain Building Basics:
  - Vroom is about creating brain building moments. The good news is, the time you have is all you need to be a brain builder. Take a look at the basic ways you can make it happen:
    - Look: Make eye contact so you and your child are looking at each other.
    - Chat: Talk about the things you see, hear and do together, explaining what's happening around you.
    - Follow: Take your child's lead by responding to their sounds and actions, even before they are old enough to talk. When they do start talking, ask

- follow up questions like “What do you think...?” or “Why did you like that?”
  - Stretch: Make each moment longer by building upon what your child does and says.
  - Take Turns: With sounds, words, faces and actions, go back and forth to create a conversation or a game.
- **Slide 8:** The Brain Story
  - There is no time in life when the brain develops more rapidly than during the first five years. So by building children’s brains from the earliest ages, you’re actually shaping the foundation for future learning. Here’s a glimpse at all that’s taking place inside your baby’s brain!
    - A brand new brain: Every baby is born with a brain that contains hundreds of billions of neurons.
    - Ready for anything: From day one, those neurons connect—and the brain begins to get wired for life.
    - Learning like lightning: The brain is wired to grow - in the first five years, it makes 700 neural connections every single second!
    - Communication is key: Above all, there’s one thing that helps young brains grow strong: adult-child relationships.
    - Hi, Baby: Even kids that can’t yet talk are looking, listening and relating to you non-stop.
    - You are a brain builder: Every time you interact with a child you’re doing something major: shaping a growing mind.
    - Nurture future greatness: The first five years are when the brain builds its foundation—so kids can thrive as adults.
    - We know this for sure: learning doesn’t start at school...it begins at birth. Learn how to be a brain builder.

### **Ways to use Vroom (5 minutes)**

- **Slide 9:** Ways to Get on the Move with Vroom
  - Vroom Activities Tip Cards
    - During mealtime, bath time and any time in your daily routine, there are easy ways to nurture your child’s growing mind. Browse through and flip the cards over for the brain building science behind them. You can also download a PDF of Vroom worksheets for every age!
  - Your Vroom Activities: Create your own tip cards
    - The scientists behind Vroom study the brain, but you have the practice! If there are fun ways you’re already engaging and connecting with your child, please share with us!
    - What do your brain building moments look like? Enter your idea here or submit through social media. Your brain building activity could inspire your whole community—and one day you may find it featured on the Vroom website or mobile app.
  - Vroom App

- We've created an app that makes it easy to access fun Vroom activities any time to make the most of these precious years when the foundation for all future learning is happening. Daily Vroom enhances the things you already do and helps spark new ideas!
  - Vroom can be downloaded from App Store, Google Play or Amazon App
  - App uses very little data usage
- Vroom Tools
  - We are excited to announce the publication of the Vroom playbook, filled with information and best practices for bringing Vroom to your own community.
- Dropbox <https://dl.orangedox.com/UPnK1F>
  - To access the Vroom playbook, as well as other Vroom materials and tools, Everything in our Dropbox™ folder is free for you to print
- Vroom Website
  - <http://www.joinvroom.org/>
- Slide 10: Sample tip cards
  - Every tip card lets you know:
    - The age group the activity is intended for.
    - What the activity is.
    - The science behind why the activity helps increase brain activity.

### **Vroom Activity ( 8-10 minutes)**

- Slide 11: Activity Time
  - Ask parents and families to do the tip cards that relate to their child's age.
    - Choose 1-2 tip card activities for each age group for families to try found in the presenter materials Vroom folder.
  - Ask families to report back
    - Did they like the activity?
    - Is that something they can do on a daily basis?
    - How do they feel knowing that something they would do every day helps to build their child's brain?

### **Wrap-up (5 minutes)**

- Slide 12: Wrap-up: You can be a brain builder!
  - Thoughts
  - Questions
  - Resources
    - <http://www.joinvroom.org/>

Powerpoint presentation created by Child Care Aware of NH,  
[www.nh.childcareaware.org](http://www.nh.childcareaware.org).