

## CCR&R Case Story:

# Building Bonds and Growing Brains: Folding Brain-Building Tools from Vroom® into Family Education Events



## Growing Young Brains in Arkansas | Arkansas State University Child Care Aware

A-State Child Care Aware provides child care resources and referral information to families, employers and early and education professionals. We serve 19 counties and have five offices that provide training, technical assistance and lending libraries.

**We offer a three-part educational series for families in our community. We have found it beneficial to partner with other organizations in the community to reach families where they are to engage them in our educational series.**

One such partnership was with Easterseals, who requested support for their families. During this three-part series, our team facilitated a learning session called **Learning on the Go** for their families. The session was developed to share ways to use everyday moments to build a child's brain. During the session, we shared *Everyone Has What It Takes to Be a Brain Builder*, a video from Vroom. The video shows parents opening boxes and conveys a message that the only thing parents need to nurture their children's brains is right inside the box. When they open the box, there is only a mirror inside. Watching the parents' reactions to seeing their reflection in the mirror at the bottom of the box bubbled up emotions in many individuals participating in our event. Following the video, we open up the session for families to share their thoughts, feelings and responses to the video. A mother and father started crying because they said they never felt like they were smart enough to support their child.

As part of the Learning on the Go session, we set up opportunities for families to interact and play with their children. For example, we set a variety of boxes around the room, and parents and children were told to "go play." We integrated Vroom Tips™ into this experience to support parents' interactions with their children. The tips we shared from Vroom showed parents the importance and the "why" behind what they were teaching their children. For one parent, the Vroom Tips gave her a springboard when she was unsure how to initiate play with her child.



**Suggested Age:**  
2-5 years old



## Vroom Tip™: Telescope

After finishing a roll of paper towels or toilet paper, save the tube. Then, show your child how to look through it like a telescope. Ask them to find different objects in the room by looking through the tube. You can ask questions like, “Can you see something red?” Or, “Can you find something that begins with the letter ‘T’?”

## Brainy Background™

Looking through the tube to find something helps your child learn to tune out distractions. This is an important skill they will use in school and in life. The extra challenge of looking through the tube helps them work harder to focus only on their goal.

“Thank you for making me feel like I already have the tools to help my child.”

— Parent

“Vroom has been so helpful to share everyday moments with families and empower them with the fact they already have all the tools to be successful.”

— Lyndsie Odle,  
A-State Child Care Aware

## Vroom Supports Everyday Moments

Sharing Vroom is a win-win situation for both our Child Care Resource and Referral agency (CCR&R) and for the families we serve. Vroom gives our CCR&R the ability to offer useful, up-to-date resources that are simple and free and enhance parents' interactions with their children. By sharing these brain-building resources, we are able to empower families to know they are their child's forever teacher, and that everyday moments make a huge impact on their child's development and success.

Visit [astate.edu/a/childhood-services](http://astate.edu/a/childhood-services) to learn more about A-State Child Care Aware.

To learn more about Vroom visit [GrowYoungBrains.org](http://GrowYoungBrains.org).