



BRIGHTSIDE UP

## CCR&R Case Story:

# Supporting Family, Friend and Neighbor Care Providers with Brain Building Activities™

## Growing Young Brains in New York | Brightside Up, Menands, New York

Brightside Up, Inc. is a local child care resource and referral agency (CCR&R) dedicated to providing expert resources to the Capital Region of New York to improve the availability and quality of child care and to assist families in finding child care. After 40 years as child development experts, we understand children. We help the world see the bright side in every behavior, every cry, every laugh, every challenge by advocating a strength-based, positive approach to problem-solving as well as celebrations. Adversity is merely an opportunity for growth and learning, therefore should not be avoided or viewed as shameful; let it be a lens through which we can strive to be better parents, providers, educators and children.

### Learn How Brightside Up Empowers Family, Friend and Neighbor (FFN) Care Providers to Boost Children's Learning.

Brightside Up has reached nearly 600 FFN providers with Vroom® over the past couple of years, many of whom are grandparents, aunts and uncles. We have shared brain-building information with them through phone support, monitoring and technical assistance visits, social media posts, community outreach events, online trainings, mailings and newsletters. Vroom is invaluable; not only are the resources free, but they are also easy to access, simple to understand, and come in multiple languages. FFN providers are more likely to use a tool or resource like Vroom because it is quick and offers short bits of information that they can use throughout their busy days.

We incorporated Vroom into our inspections with FFN providers (also known as Legally Exempt providers in New York). Our Legally Exempt Educator staff brought a Vroom bag filled with Vroom Tip™ cards, activities and promotional materials to share with the FFN providers. Our goal was to educate the provider about Vroom, how to access this brain-building tool, and how it could support them with the day-to-day activities they were already doing with the children in their care. Because Vroom is free and doesn't require a special toy or item to be able to use it, this makes a huge difference for the providers that we support; all that's needed is the child and the provider.



Vroom Tip™:

## Water Works

Suggested Age:  
9 Months - 2 Years

Hand-washing time? Tell your child, “This is the HOT water (point to the faucet); this is the COLD water. Together they make warm water! This is the soap. Soap and water make BUBBLES that clean our hands. Now, let’s rinse off the bubbles. Can you help me dry my hands with this towel?”

### Brainy Background™

You’re helping your child learn a routine that will keep them healthy, and sharing the science of how things work (hot and cold make warm). If they’re just learning to use words, you can prepare them for what’s about to happen, by using a word they love, like, “We’re going to wash our hands—BUBBLES.”

### CCR&R staff support FFN Providers with Vroom Tips

Provider Debby helped the 18-month-old child she cares for wash his hands. The provider explained how to turn both the hot and cold water on, what each one felt like, and how to make bubbles using the soap. Together they sang the ABC’s while washing hands. The provider enjoyed teaching the child how to make bubbles with soap and singing the ABC’s; she mentioned it is great that Vroom supports a child’s brain development during daily routines.



“A little bit goes a long way. Sometimes you just need to highlight the great work a provider is doing to give them the encouragement to go further and utilize the free resources”

— Tricia Howland, Brightside Up

### CCR&R staff support FFN Providers with Vroom Tips™

Our CCR&R’s goal is to go alongside a provider’s journey, and Vroom helps us build relationships with the FFN providers in our community. Vroom is a good support and meets providers where they are and is great for those who do not want to attend “extra stuff.”

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