

## CCR&R Case Story:

# Enhancing Parent Engagement with Brain-Building Resources Translated in Multiple Languages



## Growing Young Brains in Arkansas | Child Care Aware® of Central and Southwest Arkansas

Child Care Aware® of Central and Southwest Arkansas is a resource hub for families, child care professionals and communities. We provide resources, education and advocacy for quality child care to 150 child care providers across 11 counties in Southwest Arkansas and 350 child care providers in Pulaski County, which is located in the center of the state and includes the state capitol. We have introduced Vroom® to these child care programs through professional development opportunities, and we provide Vroom material to programs to include in their Parent Centers. Vroom has proved to be an excellent addition to the facility's work toward family engagement.

We provide educational opportunities to families and assist in locating quality child care that meets their individual needs. We share Vroom resources with every referral for children under 5 and have received positive feedback from parents who use the application.

### Learn How Child Care Aware® of Central and Southwest Arkansas Engages A New Parent with Vroom Tips™ in Her Native Language.

We use Vroom for all our parent training; the resources Vroom offers are one of the best tools we have to reach all parents in ways that are culturally and linguistically responsive. Recently, we engaged with a new parent from Bangladesh. Tips and resources from Vroom may very well change how she cares for her child.

During our parent trainings, we create small boxes with a mirror in the bottom for parents that is a smaller version of what is shown in this impactful video: *Everyone Has What It Takes to Be a Brain Builder*. When the mom-to-be opened the Vroom box with the mirror image titled "You already have what it takes!" in her native language, she gasped and stated, "It is in my language!" She was surprised to see other resources that Vroom offers in her language, and became more relaxed and more involved with what was happening to her. She had sustainable resources that she could understand and continue to use for a long time.



## Engaging Activity that Encourages Parents and Providers

We play one of the amazing Vroom videos, *Everyone Has What It Takes to Be a Brain Builder*, and then hand out boxes with mirrors in the bottom, it has proven to be a “happy tearjerker.” We let them know that when they are in the moment and get frustrated or discouraged, they can get their little box out and look inside as a reminder that they “already have what it takes.”



“Never underestimate the power of knowledge at any age!”

— Wendy Dillon, CCA of CSW Arkansas



## A Simple Tool with Big Impact

When we have the resources to teach us how to do a better job of parenting and caring for each other, it is a win-win for all. Vroom is the tool that helps with that impact. It’s just that simple. When we introduced Vroom during parent workshops, we had parents leaving in tears and so thankful they came to the workshop. They said they feel like they now understand that the “terrible twos” aren’t so terrible after all. Vroom provides skills and tools that help change the way parents or providers begin to see and treat children. We have also demonstrated some of the techniques in a classroom so teachers can see that Vroom can be successful.

Visit [childcareawarecswa.org](http://childcareawarecswa.org) to learn more about Child Care Aware® of Central and Southwest Arkansas.

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