

14 Strategies for Engaging Child Care Programs around Early Brain Science

Tips for CCR&R agencies for helping child care programs strengthen their family engagement efforts and connect families with science-based, brain building tools.

Children thrive when families and educators partner together. Vroom®, a global initiative, empowers parents and caregivers with the latest brain research and simple, science-based tools to turn everyday moments and routines with children into Brain Building Moments™.

Vroom tools and resources strengthen and fold naturally into family engagement plans.

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“ Vroom is an enhancement to the work that CCR&Rs already engage in. Vroom is easily integrated into parent and provider programs or workshops.

- CCR&R Professional ”

1

Fold brain science and Vroom resources into your daily work with child care programs - professional development, technical assistance, coaching, online learning, etc.

2

Share brain building tools through programs such as Child Development Associate classes, Child and Adult Care Food Programs, provider networking groups and more.

3

Talk about the science behind Vroom and the brain building resources and tools.

4

Share websites with brain building resources for child care programs: **growyoungbrains.org** and **vroom.org**

5

Insert slides about brain science and brain building resources into training/workshop presentations

6

Embed activities into training/workshops that engage attendees in learning about early brain development and Vroom.

BRAIN BUILDING TIP

Here's an example of a brain building tip that child care programs can share with families or use in their classrooms.

SILLY SONGWRITER

(3-4 years old)

Turn a familiar tune like "Row, Row, Row Your Boat" into a silly song. Change the words to something like, "Row, row, row your elephant." See if your child catches on to the joke. "Can you really row an elephant? What could you row?" Can they take a turn to add a silly verse to this song?

Brainy Background™

To play this game, your child must listen closely and use their memory to recall the words to songs. They're also playing with what's real and what isn't—important concepts for understanding how the world works.

“ *Vroom has helped us connect with child care providers in ways that we have never done before.* ”

- CCR&R Professional ”

Visit GrowYoungBrains.org for more information on brain building resources for CCR&Rs.

7

Include Vroom information in child care “start-up” packets.

8

Strategize with educators how Vroom resources and tools can be integrated into family engagement plans.

9

Explore ideas for utilizing Vroom resources and tools to meet benchmarks for family engagement in Quality Rating and Improvement Systems.

10

Embed brain building messages and Vroom Tips™ in your e-newsletters.

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Share brain building tips through social media posts.

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Embed Vroom as a resource for child care programs on your agency's website.

13

Share Vroom information at child care conferences during educational sessions or an agency information booth.

14

Create contests to engage and encourage educators to integrate Vroom in their programs and classrooms – *contests for sharing photos of parent bulletin boards with brain building messages and tips, Vroom Tip contests, share photos of family engagement events, etc.*