

Conversation Starters for Sharing Early Brain Science and Vroom® Resources with Families



This resource includes a list of “conversation starters” for Child Care Resource and Referral (CCR&R) agencies to spark conversations with families around supporting their children’s growing brains and development.

While assisting families, CCR&R staff may consider the following opportunities for communicating with families and utilize the subsequent questions/statements as a natural extension of their engagement with families to share science-based tools and resources from Vroom®.

6 Opportunities for Sparking Conversations with Families about Early Brain Science

1. Families searching for child care via phone hotline, online chat, email.
2. Families seeking supportive resources during difficult times.
3. Families applying for financial assistance for child care.
4. Families attending community outreach events.
5. Families in search of resources that support early learning and preparing for school.
6. Families participating in workshops or attending presentations.

Choosing Quality Child Care

- We know that finding the best possible child care for your child is important to you.
- Your child care program should be a place where your child has learning opportunities every day. You can support their learning at home as well.
- Do you want to know more about how caregivers can support your child’s development and learning?
- Are you interested in learning about how to find a safe and quality child care provider? (Explain resources tools, and incorporate early childhood development).

“*Parents often call or come by our agency looking for financial assistance. When our waiting list is full and we are not accepting applications, I take the opportunity to mention and share Vroom. Vroom is a great resource for all parents with young children and provides me the opportunity to always have something positive to share.* - CCR&R Professional, Alabama”

Supporting Learning and Development

- Would you like information on supporting your children's development and learning?
- Do you have a moment for me to tell you about a free program you can use to support your children's development?
- Are you looking for any resources or information on activities that you can do with your child to help them learn?
- Have you come across any of the new research or resources on early brain development?
- We now know that the years from birth to age 5 are some of the most important years for brain development. Would you like some resources to help you support your child's learning during this time?

"When I am speaking with parents, I try to convey the relevancy of Vroom to their lives. We discuss their desires for their children as well as obstacles they face in preparing children for school and life. We discuss how Vroom was created to help parents use what they already have and during moments that already exist with their child."

- CCR&R Professional

"I love that I only need myself and my child. With all the gadgets out there, it's nice to know that I am in fact doing something to help further my child's brain development."

- Parent, New York

"Vroom is an enhancement to the work that CCR&R already engage in."

- CCR&R Professional

"We love using Vroom at the grocery store. When you have a busy toddler, we need all the help that we can get."

- Parent, New Mexico

"We were playing outside one day and I opened Vroom for an activity idea and the 'make a face' came up and we had a blast making many different faces and talking about if they were happy or sad."

- Parent, Ohio

Preparing for Kindergarten

- We know that finding child care that supports your child's developmental needs now is important for getting them ready for school. I have some information on a great resource called Vroom that was created specifically for families and caregivers to boost children's brain development. I could tell you more about Vroom® now or email you some information.
- For a caller who is looking for a preschool program: I can tell school readiness is important to you. Keep in mind there are some quality indicators to look for when touring preschool programs, but don't forget you can also do some simple activities at home to support early childhood development and school readiness.