

..... Enhancing **FAMILY ENGAGEMENT** in **Child Care with Early Brain Science**



Family engagement is essential for promoting children's learning and development. When educators and families work together, children's brains grow stronger.

Vroom®, a global initiative, has created simple, science-based tips and tools that help families build children's brains during everyday moments and routines. Child Care Aware® of America is sharing Vroom and other brain building resources with the child care community to ultimately empower and support families. These brain building tools and resources fit naturally into a variety of family engagement strategies in child care.

Below are innovative ideas for engaging families.

COLLABORATIVE ACTIVITIES/EVENTS

- Empower families with the video **“Everyone has what it takes to be a brain builder”** (youtube.com/joinvroom)- share at orientation, open houses, information nights, etc.
- Distribute **brain building** resources.
- Have families host a **Brain Building Resource/Activity Table**.
- Send home an invitation to a **“Brain Building Party”** or host a **“Brain Building Game Night”** - provide food and incorporate brain building tips.
- Have a **Vroom Tip™ contest** for families who do tips at home.
- Give **Brain Builder Awards/Certificates** to families.
- Host a **Brain Building Week/Vroom Week** with activities/events.
- Host a game night with **Vroom Tip activities**.



85% of parents reported trusting information from their **child care providers**.

<https://www.zerotothree.org/resources/2475-millennial-connections-executive-summary>

COMMUNICATION

- Embed a link to brain building resources on your program's website (**wearebrainbuilders.org** and **www.vroom.org**).
- Share **Vroom Tips** through family engagement software, e-newsletters, website, and school-to-home notes.
- Share **Vroom videos** through e-newsletters, family engagement software, or on your program's website.
- Share **Vroom Tips** in **multiple languages**.
- Create a **monthly calendar** with **Vroom Tips** for each week.
- Feature a brain building tip of the week, such as **Vroom Tip Tuesday**.
- Share brain building messages and tips on **social media** platforms for families.
- Add hashtags to social media posts - **#WeAreBrainBuilders #GrowYoungBrains**.

FAMILY NEEDS & FEEDBACK

- **Survey families** regarding needs, then plan to incorporate **brain building** in a way that helps families.
- Have families select **Vroom Tips** for the classroom.
- Gain **family input** on planning brain building events/activities.
- Share a form for families to submit **culturally appropriate tips** to Vroom.

RESOURCES AND SUPPORT

- Add **brain building** information in **enrollment packets**.
- Display brain building resources and Vroom Tips on **bulletin boards**.
- Share **brain building resources** and Vroom videos in **drop off areas**.
- Create a **family corner** with brain building resources and Vroom Tips.
- Display **brain building messages** and Vroom Tips in **cubby areas** or sign in areas.

Here's an example of a **brain building tip** from Vroom that can be shared with families through family engagement software, social media, your website, e-newsletter, handout to families or even during a family night.

BRAIN BUILDING TIP

COLOR COUNTDOWN

(4-5 years old)

Challenge your child to find as many things that are blue as they can in a specific time (three minutes) or place, like in the grocery store or a room in your house. Have them count how many they find. You can switch this up by looking for letters or objects.

Brainy Background™

This game encourages your child to use their focus to look for different objects, and also their memory to remember the color and the number of times they have seen it. When you play this game with different rules, your child learns to think flexibly and make new connections.



Visit **GrowYoungBrains.org** for more information on integrating brain building resources into child care programs.