

# A Guide for Engaging Businesses



Use this guide for talking points and ideas when introducing Vroom to businesses.

In today's fast-paced world, many families are juggling multiple responsibilities between work and home, and there never seems to be enough time in the day. Child Care Resource and Referral (CCR&R) staff play a crucial role in supporting families in the sometimes stressful task of accessing high-quality, affordable child care as well as connecting families with resources and tools that support their children's development and well-being.



We know that parents and caregivers are children's first teachers, and they want what is best for their children. That's where Vroom comes in! Vroom is a free tool CCR&Rs can share with families that supports boosting children's learning during time adults and children already spend together.

## About Vroom

- ✓ Free
- ✓ User-friendly
- ✓ No expensive toys/gadgets needed
- ✓ Over 1,000 brain-building tips
- ✓ Science-based
- ✓ Supportive—helps parents and caregivers understand how engaging with their child supports brain development, doesn't just instruct them on what to do
- ✓ Available in multiple languages
- ✓ For everyday moments—anytime and anywhere, mealtime, playtime, at the park, at the store and more.
- ✓ At your fingertips: Vroom app (available on Android, iOS, or web), Vroom by Text™ or printable PDF collections

**An innovative way to expand your outreach to support more families is through businesses, whether it be their employees or patrons.** As a CCR&R, you are the perfect partner to share Vroom resources with businesses in your community to reach families and promote the importance of brain-building for children birth through age five.

## Brain Science Facts



Children's brains grow the fastest from birth through age 5.



During the earliest years, their brains make 1 million neural connections every single second.



Positive, supportive experiences with adults help children's brains grow strong and flexible.



Back-and-forth moments with caring adults build children's brains.



Helping children learn now gets them ready for friends, school and life.



It's ideal to brain-build from birth, but it's never too late to start.

# Top Reasons Sharing Vroom Benefits EVERYONE

## Children, Families and Communities

- Vroom meets parents where they are, through people they already trust and the places they already go—like grocery stores, doctor appointments, child care, museums, places of employment, coffee shops and more.
- Vroom helps parents boost their child's learning during the time they already spend together—no expensive toys or extra time necessary.
- Brain-building nurtures future potential—getting children ready for school, friends and life.
- Vroom gets families and caregivers excited about brain-building and shares the uplifting message that they already have what it takes to be their child's #1 brain-builder.
- With more than 1,000 Vroom Tips™ and Brainy Backgrounds™ in English and Spanish, Vroom is free, easy to use and shows how little changes can make a big impact on growing brains.

## Businesses Supporting Employees

- Providing supportive resources for employees with children and their families creates a **family-friendly** work environment.
- Sharing supportive resources for families has the potential to create a more **engaged workforce**.
- Promoting resources for children's brain development demonstrates a **commitment to the well-being of employees** and their families.
- Vroom Tips help add learning to shared moments parents and caregivers have with their children—like bathtime, bedtime, playtime, mealtime and more.
- When businesses encourage employees to use Vroom, they demonstrate that they value the importance of families as their children's #1 brain-builder and promote a healthy **work-life balance**.
- Vroom resources are a natural fit for community-minded businesses and organizations of all types to share.



## Businesses Supporting Patrons

- Parents who have access to interactive activities like Vroom for their children at an establishment, such as a grocery store, are more likely become engaged, loyal customers and benefit the business in the long run.
- Sharing activities may help alleviate stress for parents who struggle with their children while running errands.
- Businesses investing in the brain development of young children can contribute to creating a more equitable society where all children have access to the resources they need to thrive.
- Businesses promoting brain-building activities and resources can help foster a culture of learning and growth within their communities.
- Businesses providing resources like Vroom to parents and caregivers frequenting their establishments can help ensure that children are given the best possible start in life.
- Supporting young children can have a positive impact on the overall well-being of families, leading to a happier and healthier community.

## Where to find free Vroom Tips and tools



### Vroom.org

(view or print—available in multiple languages)



### Vroom app

(available on Android, iOS, and at vroom.org)

### Vroom by Text™

(text CHILD to 48258)

\*Message and data rates may apply. See [vroom.org/terms](http://vroom.org/terms) for terms and privacy policy. Text STOP to cancel.

To purchase Vroom promotional materials at cost, visit

[www.vroom.org/vroom-materials](http://www.vroom.org/vroom-materials)

## Methods for businesses to share Vroom with employees and families in the community

- ✓ Display Vroom information in break rooms and employee spaces.
- ✓ Share Vroom on company intranet.
- ✓ Incorporate Vroom materials into new hire packets.
- ✓ Embed Vroom links on company websites and newsletters.
- ✓ Build awareness about Vroom resources at company meetings and lunch-n-learns.
- ✓ Share Vroom resources in “new baby packets” for expecting parents.
- ✓ Share Vroom content on social media.
- ✓ Distribute Vroom Tips to customers—share at the front desk, hand out to customers, put in their shopping bags.
- ✓ Display Vroom Tips where families and children wait, including checkout lines and waiting rooms.
- ✓ Post Vroom Tips or ready-made Vroom posters and decals throughout your establishment—on windows, doors, walls, restaurant tables, diaper changing areas, community bulletin boards and more.



For more information and resources to engage businesses and other community partners, visit [GrowYoungBrains.org](http://GrowYoungBrains.org).