

UNLOCKING THE POWER OF VROOM®

Guide for Engaging Families & Providers

vroom™

Vroom empowers parents and caregivers to play a proactive role in their children's early brain development by turning shared, everyday moments into Brain Building Moments™.



About Vroom

- ✓ It's easy
- ✓ It's free
- ✓ No expensive toys/gadgets needed
- ✓ Over 1,000 brain-building tips
- ✓ Science-based
- ✓ Available in multiple languages
- ✓ For everyday moments: bathtime, mealtime, on the go, and more.
- ✓ At your fingertips: Vroom app (available on Android, iOS, or web) and Vroom by Text™ or print-at-home PDF collections

Brain Science Facts

Did you know?



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



Babies are born ready to learn.



During children's 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.

Learn More: [Vroom.org](https://www.vroom.org)

ChildCare
Aware
OF AMERICA



Where to find Vroom Tips and tools



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
for terms and privacy policy. Text STOP to cancel.



Vroom.org

(view or print-at-home—
multiple languages)

Sample Elevator Speech for Sharing Vroom in Your Outreach to Providers and Families

Have you heard of Vroom?

Vroom is a free tool for families and caregivers that puts **free science-based tips right at your fingertips**.

Vroom Tips™ help you do more with your shared moments. Add learning to mealtime, bathtime, bedtime, or anytime. With each short activity, you teach your child the life skills that help them thrive. The time you spend with a child can help their brain grow strong. Even a few minutes count!

When to share Vroom

- ✓ Anytime and everywhere!
- ✓ Home visits
- ✓ Phone and email
- ✓ Workshops and trainings
- ✓ Outreach events
- ✓ In-person meetings



To learn more about resources for family and provider engagement, visit GrowYoungBrains.org.

