

CCR&R Case Story:

Partnering with Businesses to Help Young Children Thrive



Growing Young Brains in Montana | Family Connections MT, Great Falls, Montana

Family Connections MT is a Child Care Resource and Referral (CCR&R) agency serving 23 counties throughout north central and eastern Montana. They offer child care referrals and scholarships, resources and supports, and education for families. Their provider services department works to ensure early childhood education professionals have access to high-quality professional development opportunities, coaching and business consulting. Family Connections' work impacts the future by helping children, families, early education professionals and communities to thrive and reach their full potential.

We are all brain-builders, whether we have children or not. Children are social learners, and we want to encourage the community to think about themselves as playing an important role in brain-building process in early childhood education.

Learn how Family Connections MT incorporated innovative ways to partner with local businesses to promote early brain development:

Example 1:

Coffee Sleeves

There are a couple ways that we have engaged businesses in promoting Vroom to their customers, as well as their employees. We recruited a few local coffee shops, including our play café, to add Vroom Tips™ to their coffee sleeves. Every customer got a chance to see what a brain-building tip from Vroom® looks like and how to be a brain-builder, even if they weren't a parent of young children.



Suggested Age:
2-3 years old

Vroom Tip™: New to You

When they are playing, help your child do things they haven't done before. Try out the swings or the slide at a playground, or even feel the different textures on the ground. As long as they're safe, let them try new things, with a helping hand if they need it. How do they respond? Celebrate what they say and do!

Brainy Background™

Giving your child the chance to do safe things by themselves helps them feel confident and to learn to take on challenges.



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Example 2:

Vroom Tips™ on Lollipops

To reach families with children specifically, we engaged our local bank for support. Most banks give out lollipops to patrons who bank with their young children in tow. We added Vroom Tips to the stick of lollipops for the adults to keep before giving the child their anticipated lollipop. We used general, non-age-specific tips around what was happening in our community to encourage their use by all who received a brain-building tip.



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“Just ask. The worst that will happen with a business is they will say no, but if they say yes... well then, we have added more brain builders to our community and that is always a good thing!”

— Deb Huestis, Family Connections MT

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“As a member of the community and a parent myself, it is rewarding to share easy ways for parents to interact with their children in meaningful ways.”

— Business Owner, Montana

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“I can’t believe how easy these tips are to support my child’s development and nice that I can have them available on my phone whenever I need.”

— Parent, Montana

We are all brain-builders!

We are committed to supporting families as children’s first teachers and providing a foundation for life success. Embedding Vroom into our outreach efforts has given us a tangible and solid way to share free tools based on brain science with families and members of our larger community. Visit familyconnectionsmt.org to learn more about Family Connections MT.

To learn more about Vroom visit GrowYoungBrains.org.