

CCR&R Case Story:

Vroom Tips™ Support Families and Children after Wildfires



Growing Young Brains in Hawaii | People Attentive to Children (PATCH), Honolulu, Hawaii

PATCH is a community service organization dedicated to supporting Hawaii's child care needs. PATCH provides access to registered and licensed child care, offers child care subsidies to eligible families, provides child development training and early care and education scholarship opportunities and assists those interested in starting a family child care business. PATCH is a free resource hub for families, child care professionals and communities of Hawaii.

Learn how PATCH integrates Vroom into CCR&R services and outreach to support families and children.

PATCH was introduced to Vroom® after staff participated in the Mind in the Making learning modules. Staff were excited to learn about Vroom and practice using brain-building tools like Vroom Tips™. The biggest challenge was determining the best way to connect families and providers with Vroom resources. We provided training and resources to staff, who work with families and providers, to ensure they were prepared and comfortable sharing science-based tools from Vroom in their work. Once staff were trained and comfortable, they began integrating Vroom resources in daily phone interactions with clients and providers, and with families at outreach events. Vroom Tips automatically go out with all child care referrals emailed through the database, are shared with families who attend virtual Quality Care sessions, and are added to our CCR&R's social media on Instagram. Vroom is also used regularly by Program Specialists during home visits with providers participating in the Child and Adult Care Food Program.



PATCH shares how Vroom resources supported families affected by wildfires

In August 2023, wildfires swept through the historic district of Lahaina on the island of Maui causing widespread destruction and loss, impacting the lives of many families and children. Vroom resources were incredibly useful following the fires as most of the activities do not require toys or materials. Families who were displaced and children who lost all of their toys were still able to engage in simple

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everyday activities. Vroom is accessible and easy to understand and use at any level. Our agency provided as much support as possible to these children and families who went through such a traumatic event.

Following the wildfires in Lahaina, the Let's Talk About Feelings flyer, Vroom bookmarks and Vroom Tip cards (on a key ring) were distributed to families attending outreach events. Outreach events included resource hubs, health fairs and other events geared towards helping parents impacted by the fires to help them apply for emergency subsidy. Vroom was used to encourage parent and caregiver interactions with their young children. Additionally, Vroom materials and resources were distributed to registered family child care providers who specifically mentioned during home visits that they had accepted children who were affected by the fires.



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“As a parent, you aren’t given a handbook at the hospital when you go home with your child. Vroom gave me new ideas but also let me know that I was doing a decent job.”

— Parent, Hawaii

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“The information from Vroom is useful in our daily interaction and engagement with parents and caregivers. The Vroom Tips are helpful for all clients who reach out to PATCH.”

— Nicole Higa, PATCH



LESSONS LEARNED

Like with any new tool or system, the rollout phase is usually the longest. Having staff comprehend and fully immerse themselves with Vroom was challenging to focus on with competing tasks in the beginning. We have made progress in having staff educate and mentor each other on the versatility of Vroom. Staff continuously practice using Vroom Tips in daily communication and are better prepared to support families during both everyday routines and potential future disasters. We have learned that parents and providers are more inclined to learn about Vroom when staff share their personal experiences and successes, and they realize how simple it is to integrate Vroom into their daily routines.

To learn more about Vroom visit GrowYoungBrains.org.