Hello, Brain Builder!

A baby is born ready to learn with billions of neurons waiting to be connected. Even before they can talk, they are looking, listening, and relating to you. Being a brain-builder now gets them ready for school, friends, and life.

Brain Building 101

Nurture Future Potential

Positive, supportive experiences with adults help your child’s brain grow strong and flexible. It’s ideal to brain-build from birth, but it’s never too late to start.

Communicating is Key

Back-and-forth moments with you build your child’s brain. You’re shaping a growing mind and helping their learning, health, and behavior both now and in the future.

You Are a Brain Builder

We know you are busy. That’s why we created the Vroom Brain Building Basics™—Look, Follow, Chat, Take Turns, and Stretch. These tools help you build your child’s life skills like focus, self-control, problem-solving, and taking on challenges.

Turn everyday moments into Brain Building Moments™.

Learn more at vroom.org