


Vroom Guide for Home Visitors

What is Vroom?

Vroom is a free parenting tool for children ages 0-5 that promotes simple, everyday moments of parent-child interaction through fun brain-building activities. Based on the latest science and designed to fit into parents' existing routines, Vroom's 1,000+ brain building tips can be accessed via its free smartphone app in English and Spanish or other free materials (including tip cards, posters, and flyers) at www.vroom.org. Vroom is also available via text in Mississippi by texting VROOM to 48258.

Vroom's Value for Home Visitors:

The Vroom Tips™ can be used to enhance the curriculum you already use with parents. They can help you discuss infant brain growth and other child development areas with parents while teaching parents simple yet powerful ways of helping to facilitate their child's development. Vroom can also be used as a way to start a conversation about what parents already know about how their child's brain is developing. Below are two examples of Vroom Tips for children aged 0-3 that connect to the important subjects of language and literacy skills, social-emotional skills, and thinking (or cognitive) development.

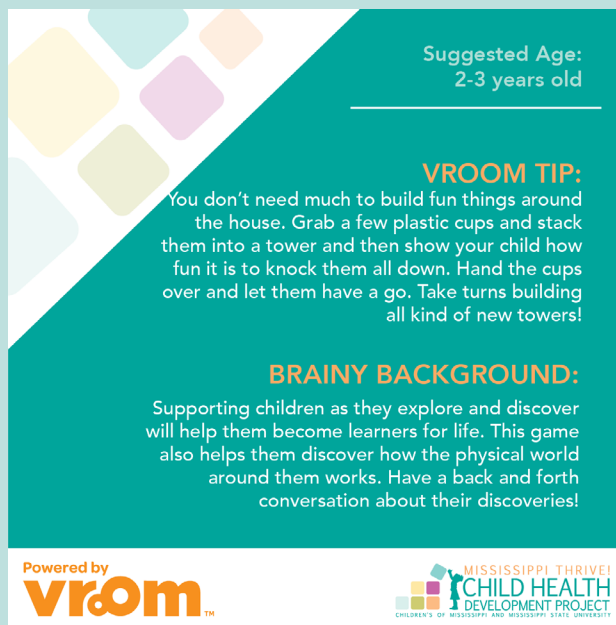



Suggested Age:
0-12 months old

VROOM TIP:
Don't be afraid to babble. When your child starts to make noises, treat it like a real conversation and mimic the sounds right back. See how many times you can go back and forth!

BRAINY BACKGROUND:
All kinds of "conversations" help to build children's brains—even when they're still learning how to talk. By following your child's lead and responding, you spark the connections they need for language and communication later on.

Powered by
vroom™




Suggested Age:
2-3 years old

VROOM TIP:
You don't need much to build fun things around the house. Grab a few plastic cups and stack them into a tower and then show your child how fun it is to knock them all down. Hand the cups over and let them have a go. Take turns building all kind of new towers!

BRAINY BACKGROUND:
Supporting children as they explore and discover will help them become learners for life. This game also helps them discover how the physical world around them works. Have a back and forth conversation about their discoveries!

Powered by
vroom™



Vroom's Brain Building Basics™

How might the Brain Building Basics™ be discussed during a home visit? You can start with the Vroom Brain Building Basics. The Brain Building Basics (Look, Chat, Follow, Stretch, Take Turns) are infused into every one of the Vroom Tips and were created to break the science down into actions that can turn any moment into a Brain-Building Moment™. Vroom uses these simple concepts to promote healthy parent-child interaction and the Brainy Background™ demonstrates how the activities develop important skills in the child.

Encourage parents to try these helpful prompts:

- **Look** (What happens when you make eye contact with your child?)
- **Follow** (How can you take your child's lead?)
- **Chat** (What do you talk about with your child?)
- **Take Turns** (What happens when you extend the conversation with words, sounds, faces, and actions?)

Brain Building Basics™

We've made the science of early learning simple! Remember these 5 easy ways to help build your child's brain anytime.

Look

Children use their eyes to learn. See what catches your child's attention and talk about it. Or connect eye-to-eye, then smile, chat, hug, or make funny faces!



Follow

Young children learn best when you follow their lead. Tune into your child's words, sounds, movements, and ideas! Then respond with your own words and actions.



Chat

Children's brains light up when you talk, sing, or make sounds back and forth with them. Chat about your day, food, and what's around you, or string sounds together for a fun conversation!



Take Turns

Children learn from taking turns when you play, talk, or explore. After they go, take your turn. Then repeat: they go, you go, they go, you go!



Stretch

Children's brains grow strong when you help them stretch their learning further. Keep a moment going: ask your child a question that starts with what, when, where, how, or why!



© 2019 Vroom, a program of the Bezos Family Foundation

vroom.

Learn more at vroom.org

Vroom Talking Points:

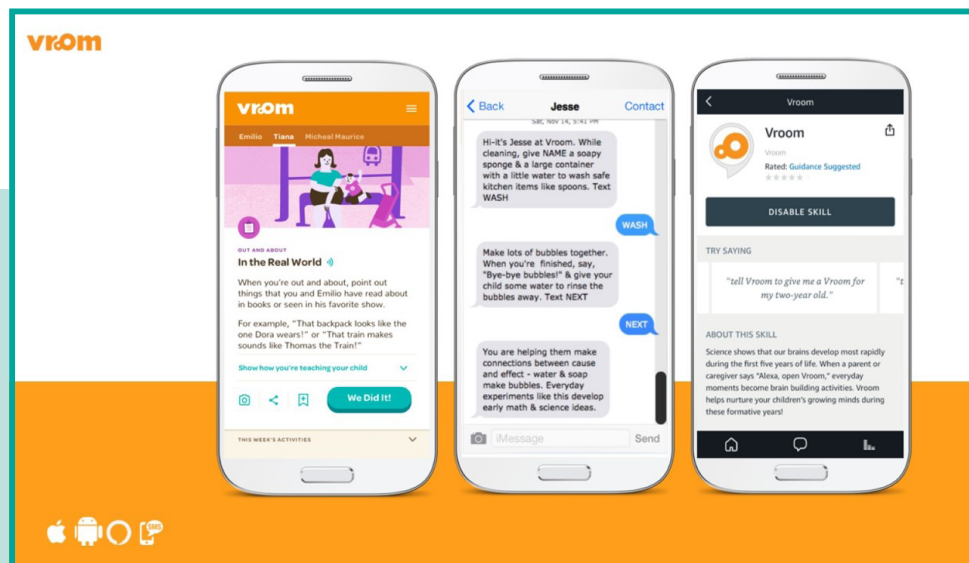
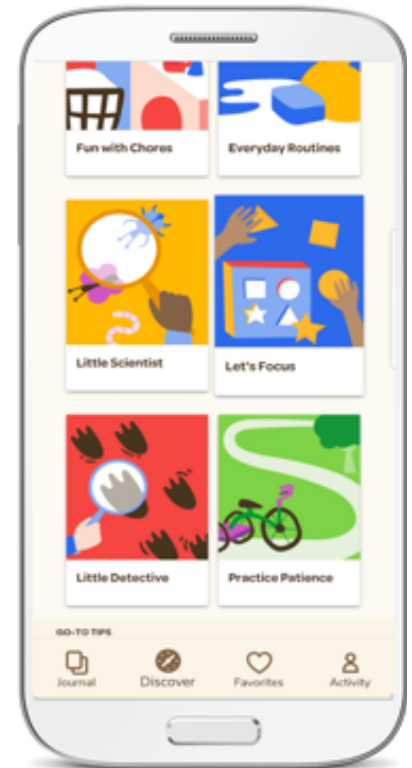
As a home visitor, you have a full workload and lots of content to cover with families. Here are some talking points you can use to guide your conversations with parents about the science of early learning and using the Vroom app (shown on the right). These will work best if you have the app open and can show parents what it's like. It should take just 3-4 minutes if you go through each point here. You are encouraged to personalize your opening message based on a previous observation of strength in the caregiver related to supporting their child's development.

Introduction:

- You can build your child's brain. You already have what it takes to give them a learning foundation they will use for the rest of their lives.
- You're doing much of it already—you can use everyday moments to build your child's brain. Let me explain a little more...

Discussing the Science of Early Learning with Parents:

- [You can start by asking the parents what they already know about how their child's brain is developing.]
- Unlike other organs in our bodies, the brain isn't fully developed when we're born – 92% of brain growth happens in the first 5 years. That means a huge amount of development happens at home before your child enters school.
- How a brain grows depends on what you put into it. Researchers have found that kids who do best in school come from environments with lots of loving conversations and interactions with their parents.
- The words in those conversations and interactions are extremely important. Vroom® helps you turn everyday moments into brain-building moments.



Encouraging Parents to Access Vroom:

- *Talking with your kids like this can feel a little strange and uncomfortable at first – especially with younger children who may not be able to talk back to you yet. But there's a free Smartphone app that can help you learn to do this until it becomes natural and easy. It's called Vroom.*
- *Vroom was developed by a group of scientists, researchers, and parents and families to help parents talk to their kids and build their brains.*
- *It works by sending you daily tips with Brain-Building Activities™ for you and your child.*
- *[Show an example activity on your phone or the handouts.] All you have to do is put your child's name and age and you'll get daily notifications with tips or activities that are age-appropriate. [If you have time, encourage families to download the app right there]*
- *[If using a work-issued smartphone, offer to let the parents see the app and explore it on the home visitor's phone during the visit, or ask if they'd like help downloading the app on their phone. The app uses minimal cellular data.]*

Modeling Vroom Activities:

It's okay to model Vroom® activities using a prop such as a doll, stuffed animal, or using one of the Vroom videos for reference. Those videos can be found on the Vroom YouTube channel and show real families interacting with the Vroom® activities. We suggest you become familiar with 1-2 Vroom activities to the point that you feel comfortable demonstrating them with families. However, it is important to keep in mind that home visitors should be encouraging and coaching clients to try these activities with their own children, rather than home visitors doing the activities with those children themselves during each visit. This is an important distinction. To further build this relationship, you may wish to follow-up with families at subsequent visits asking if they've tried any activities and how they went.



Questions about Vroom?

Contact the Mississippi Thrive Vroom Coordinator at
heather.martin@ssrc.msstate.edu