



Using the Vroom Program to Promote Parent Engagement

COSA PRESENTATION

Sabrina Ersland, HR Coordinator Assistant, Albina Head Start & Early Head Start
Ari Wubbold, Vroom Coordinator, ODE Early Learning Division




Special thanks to Sherri Alderman and the Oregon Healthy Authority for the presented information on brain science.




Objectives

Presentation participants will be able to:

- Discuss the current knowledge of environmental influences on brain architecture and development.
- Become familiar with the Vroom resource and its value to parents and caregivers as a tool for brain building.
- Gain an understanding of how to use Vroom in their own work and interactions with families.

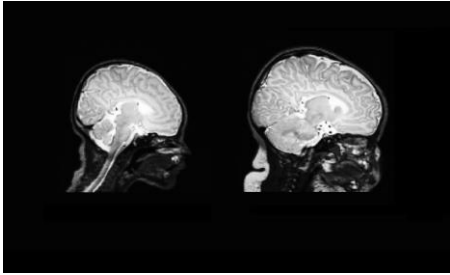


Infant Brain Development



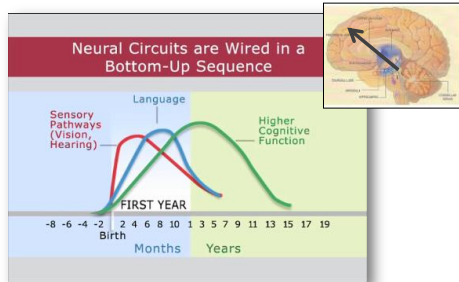
- At birth, the infant's brain is the most immature organ in the body.
- Environment determines how the infant's brain will grow and develop.
- How the baby's brain will develop is highly determined by the quality of the relationships the baby experiences.
- This is both an opportunity and a vulnerability.

The first 5 years show the most significant rate of growth for the brain. Babies brains grow by 64% in the first 90 days. Here is an MRI of a newborn (L) and an MRI of the same baby at 90 days (R).



Source: Dominic Holland et al., University of California, San Diego School of Medicine.

Sequential Brain Development the First Three Years



National Science Council of the Developing Child
Center on the Developing Child
Harvard University

Attachment



- Humans are social beings hardwired for relationships with others.
- Babies are born seeking human connections.
- Brain architecture is influenced by environment and relationships.
- Children learn in and from relationships.
- A child's first teachers are their mother, father or other caregiver.

Attachment

Infants need social interaction to learn language.

Live Exposure



When exposed to a new language at 9-months:

- Those exposed through social interaction with a native speaker acquired sustainable language knowledge
- Those exposed through audio-recording or television showed no response to language exposure (equal to controls who had no exposure to the foreign language)

TV Exposure



*Kuhl et al. 2003
Kuhl 2007*

The Importance of Serve and Return



Source: Center on the Developing Child, Harvard University

Promoting Brain-Building Moments

So how can we promote brain-building moments in our busy lives?



Introduction to Vroom

Created by the Bezos Family Foundation, Vroom is a powerful way to prompt simple, everyday moments of parent-child interaction that are 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 (Daily Vroom) and other free materials in English, Spanish, Chinese, Russian, and Vietnamese. Learn more at www.joinvroom.org.

Vroom Communities



Brain Building Basics



1. Look

Even before babies can talk, they're showing you what they're interested in. Look into their eyes, or at what catches their eye, and begin brain building!



2. Follow

Powerful brain building moments are created when you let children lead the way, and you follow by responding to their words, sounds, actions, and ideas.



3. Chat

It may not seem like it, but the sounds and gestures young children make are their way of communicating with you! So talk out loud together and keep chatting as your children grow, engaging them in learning about the world around them.



4. Take Turns

Back and forth interactions between you and your children are one of the most important ways to help their brains develop. So be sure to take turns while you're talking, playing, or exploring with your children.



5. Stretch

Make the moment last longer by building on what your child says, or asking follow-up questions that expand your child's thinking and learning.

Brain Building Basics in Action

The Brain Building Basics were created to break the science down into actions that can turn any moment into a brain building moment. Let's take a look at how the following Vroom activity utilizes the Brain Building Basics.

His Hair, Her Hair

When you are brushing your child's hair, talk to him/her about how his/her hair compares to others. "Who has hair that's curly like yours? Who has hair that is the same color as yours? Who has hair that is the same color as mine?"

Ages 2-3 www.joinvroom.org

Brainy Background
powered by Mind in the Making

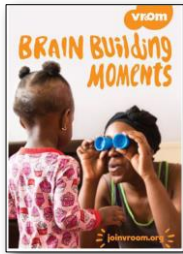
Back and forth conversations about how your child's hair compares to others help him/her learn to pay attention to what he/she sees, to use his/her memory, and to group things into categories - all important in the development of vocabulary and math skills.

For more activities like these, check out the free Daily Vroom mobile app!

Brain Building Exercises in Action



Vroom's Key Principles



- **Vroom is positive and empowering:** The message of Vroom is non-judgmental and reminds parents that they already have what it takes to be brain builders. By showing parents the benefits of what they are doing right, Vroom promotes more frequent interactions that boost a child's brain development.

- **Vroom is positive and empowering:** The message of Vroom is non-judgmental and reminds parents that they already have what it takes to be brain builders. By showing parents the benefits of what they are doing right, Vroom promotes more frequent interactions that boost a child's brain development.

- **Vroom aims for attainability:** Vroom is achievable within the reality of parents' busy lives and doesn't require extra time or money. It takes the science and makes it actionable during everyday routines like bath-time or mealtime.

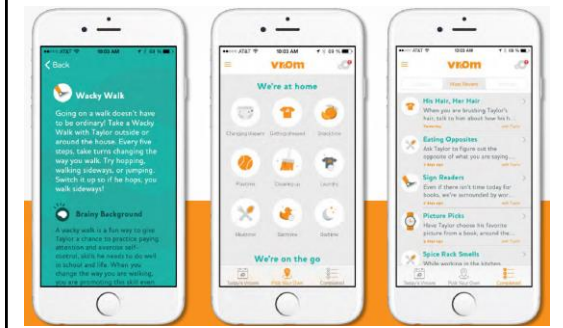
- **Vroom is positive and empowering:** The message of Vroom is non-judgmental and reminds parents that they already have what it takes to be brain builders. By showing parents the benefits of what they are doing right, Vroom promotes more frequent interactions that boost a child's brain development.

- **Vroom aims for attainability:** Vroom is achievable within the reality of parents' busy lives and doesn't require extra time or money. It takes the science and makes it actionable during everyday routines like bath-time or mealtime.

- **Lead with the science:** Vroom is grounded in research that's easy to understand, easy to apply, and motivating. It explains not just what to do but "why"—and the "why" matters!

The Daily Vroom App

Daily Vroom can be downloaded from your phone's app store or at www.joinvroom.org.



Other Vroom Materials

Additional Vroom materials include: stickers, posters, flyers, and tip-cards with helpful activities and “brainy backgrounds.” Many of the Vroom materials are free and also available for download from the Vroom website at www.joinvroom.org in Spanish, English, Chinese, Russian, and Vietnamese!



	<p>Love Connections</p> <p>Take turns talking to your child about love connections. “I love you as much as a bear loves its stringer.” “I love you as much as a soccer loves the goal.” “I love you as much as a car loves gas.” Ask your child to come up with one. Keep going back and forth.</p> <p>Age: 4-5</p>	<p>Brainy Background powered by Mind in the Making</p> <p>When your child is challenged to find connections and make comparisons, he/she is learning how best to sort and categorize information. These skills are important in math, reading and science. You are also promoting creativity and a sense of humor.</p> <p>For more activities like these, check out the free Daily Vroom mobile app!</p>
	<p>Love You</p> <p>As you get your child ready for bed, gently touch him/her on his/her head, ears, and hands. As you touch each part, tell your child, “Love your head. Love your ears. Love your hands. Love you.” Use a soft voice that helps relax both of you.</p> <p>Age: 3-5</p>	<p>Brainy Background powered by Mind in the Making</p> <p>When your child feels your touch and hears your voice, he/she is learning how words and text work that will help him/her learn to communicate. Children learn best when they feel safe and secure. Your gentle touch and soft words will help give your child these feelings.</p> <p>For more activities like these, check out the free Daily Vroom mobile app!</p>
	<p>Slow Dance</p> <p>Play your favorite slow song and hold your child while you dance together. How does he/she respond to the feeling of dancing? What about the sound of the music? Respond to what he/she does, laugh if he/she laughs or make the same sound. Enjoy this special moment.</p> <p>Age: 0-5</p>	<p>Brainy Background powered by Mind in the Making</p> <p>Dancing together is a back and forth conversation—using movement, not words—that designs the connection between you two. It also allows your child to see he/her senses—hearing, touch, sight, smell—his/her primary way of learning about the world at this age.</p> <p>For more activities like these, check out the free Daily Vroom mobile app!</p>

Source: Early Learning Hub of Central Oregon

Source: Early Learning Hub of Central Oregon

<p>Find the B's</p> <p>While waiting at the doctor's office or department, look around you and try to spot things that start with a B sound. Take turns spelling B's (like balloons, bubbles and baskets) and coming out the words to each other.</p> <p>Age: 4-5</p>	<p>Brainy Background powered by Mind in the Making</p> <p>By using waiting times for learning, you are helping your child learn to wait as well as to make connections among letters, words, and sounds—all laying the foundation for reading.</p> <p>For more activities like these, check out the free Daily Vroom mobile app!</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</p>	
<p>Letter Lookout</p> <p>Put a sticker with your child and try to find it anywhere you go. Take turns calling a spot when you see it. If he/she sees an apple for the letter “A,” then you have to find something red. See how many things you can find. Four? Five? More?</p> <p>Age: 4-5</p>	<p>Brainy Background powered by Mind in the Making</p> <p>“I Spy” games like this one are great brain builders. They make your child aware of his/her environment and teach him/her to make connections between similar things. You can try this game with letters, colors, shapes—anything really!</p> <p>For more activities like these, check out the free Daily Vroom mobile app!</p>

Today's Color
Any day can start off with a little color. Ask your child to pick today's color like yellow, red or blue. When you're getting from/for dressed, take turns picking something that is the same color. See if each of you can find more things the same color during breakfast.

Brainy Background
powered by Mind in the Making
A conversation about colors builds on something your child knows and gives her/him the chance to add to her/his knowledge. Focusing on details, such as the colors, is a skill her/his can use for other kinds of learning and helps to learn to read.

Colors of the Rainbow
When you're outside, go on a scavenger hunt with your child to find all the colors of the rainbow around you. Look for red, orange, yellow, green, blue and purple. Seek and find them as a team.

Source: Early Learning Hub of Central Oregon

**Early Learning Division:
Statewide and Regional Partnerships**

Oregon Health Authority

WIC Oregon
Nutrition for you and your family


DHS | Oregon Department of Human Services

MULTNOMAH COUNTY LIBRARY 150

Vroom in the Community
Albina Head Start & Early Head Start

Vroom
BRAIN BUILDING MOMENTS

johnvroom.org



Child's Name: _____

Date: _____

Name the Vroom activities completed this week?

Every parent has what it takes to be a brain builder. Vroom turns shared moments into brain building moments. Whether it's mealtime, bath time, or anytime in between, there are always ways to nurture our children's growing minds.

- Introducing Albina Head Start & Early Head Start
 - Who do we serve?
- Training staff with Vroom
- Vroom outreach with families
 - Events
 - Homework
 - Home visits
 - Social media & website
- Personal Vroom experience






Vroom Action Plan Activity

Now that you have a good understanding of the science behind Vroom, how it supports parent/child interaction, and how it's being introduced to families, let's do a quick group activity.

Can you provide a few examples of how Vroom could be incorporated into your current work or that of your organization?



**Becoming a Brain Builder:
You Already Have What it Takes!!!**





Thank you!!!

Sabrina Ersland, Albina Head Start & Early Head Start
sabrinae@albinaheadstart.org

Ari Wubbold, ODE Early Learning Division
ari.wubbold@state.or.us



*Special thanks to Sherri Alderman
and the Oregon Health Authority for the
presented information on brain science.*