



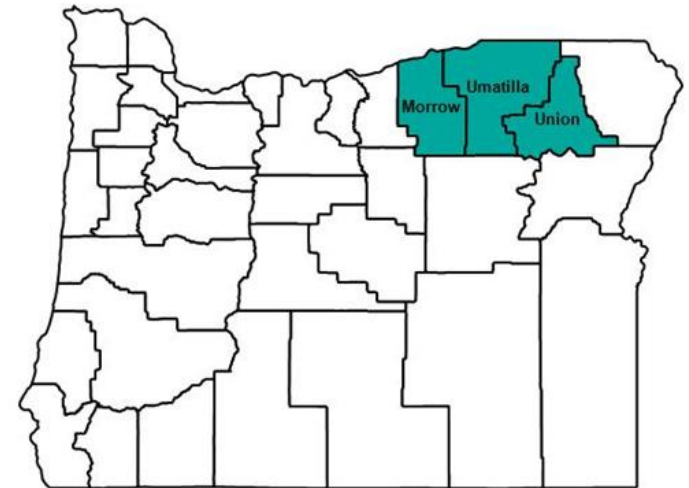
Creating Brain-Building Moments with Vroom

Amy Hoffert, Blue Mountain Early Learning Hub Coordinator, Intermountain ESD



The Early Learning Hubs are directed by statute to accomplish three specific goals:

1. Create an early childhood system that is aligned, coordinated and family-centered;
2. Ensure children arrive at school ready to succeed; and
3. Ensure Oregon's young children live in families that are healthy, stable and attached.



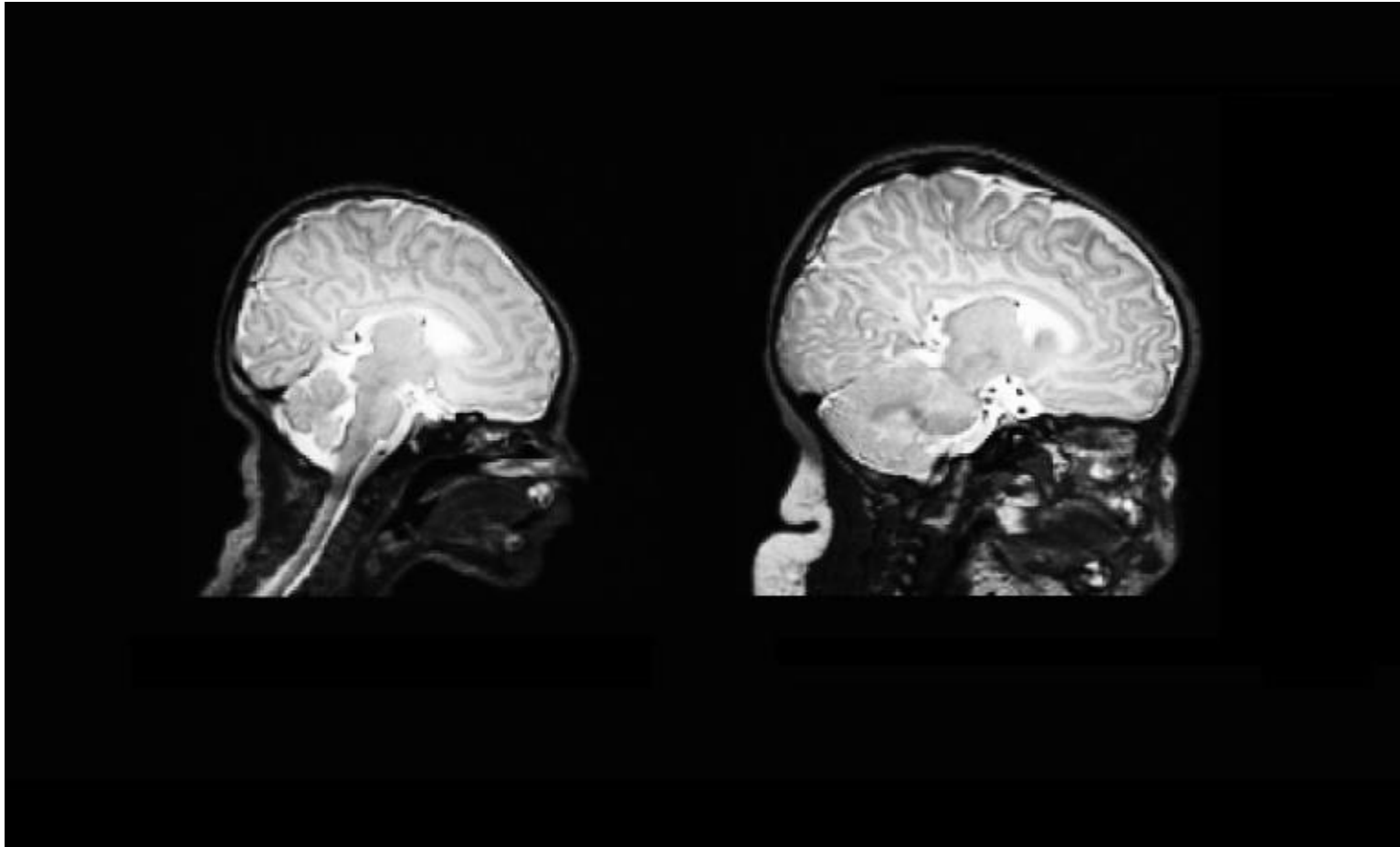
- Umatilla, Morrow & Union Counties
- Co-led by IMESD and UMCHS
- 23 communities; 18 school districts
- Of an estimated 9400 children who reside in these three counties, 7600 are considered at-risk.
- Approximately 50% of these children receive some kind of Early Childhood services.
- Our goal is to provide services to the other 50%.



Today's Objectives:

- **Become familiar with Vroom and its value to parents and caregivers as a tool for brain building.**
- **Gain an understanding of how to use Vroom in your own work and interactions with families.**

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.

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.

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

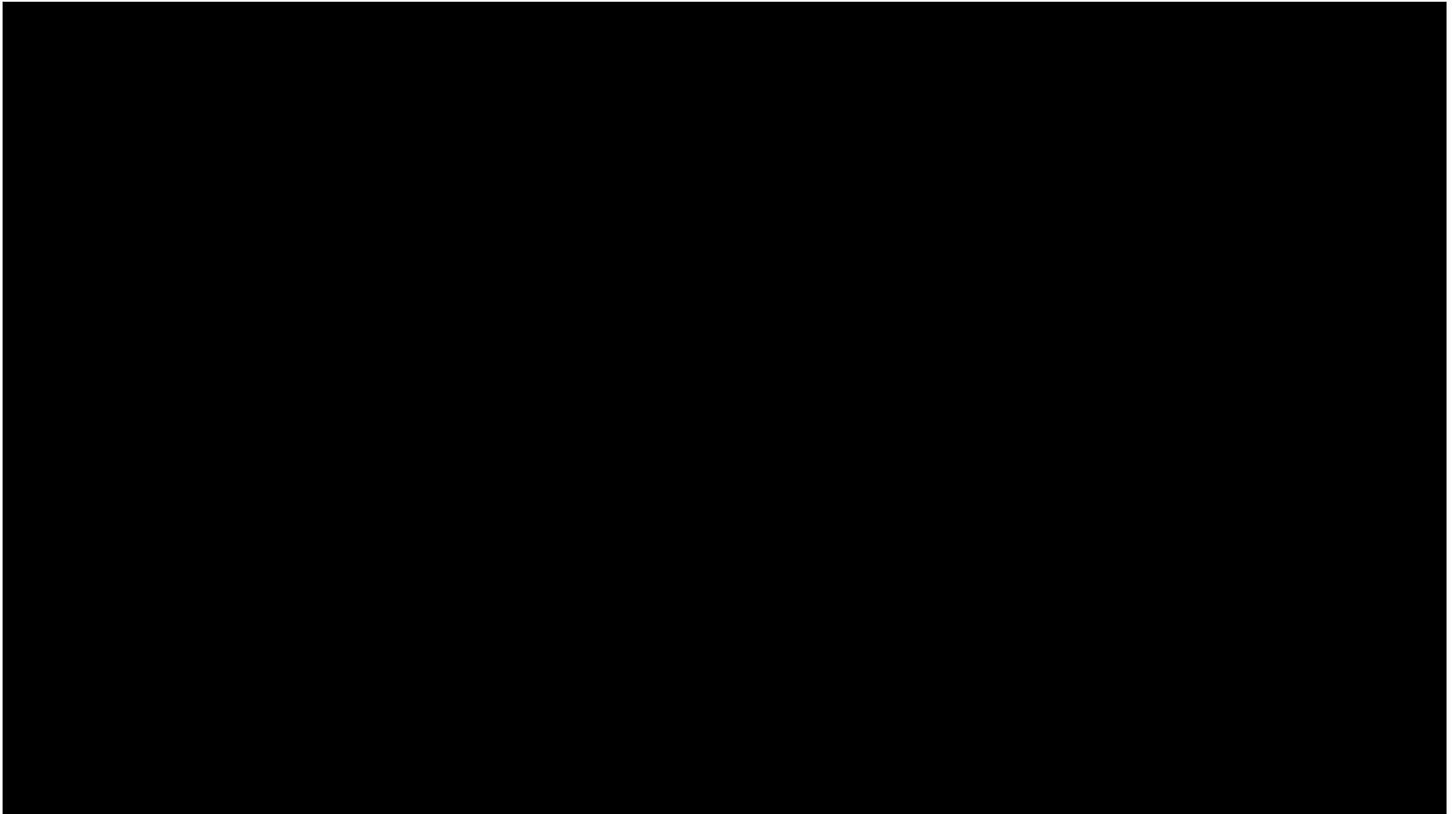


Promoting Brain-Building Moments

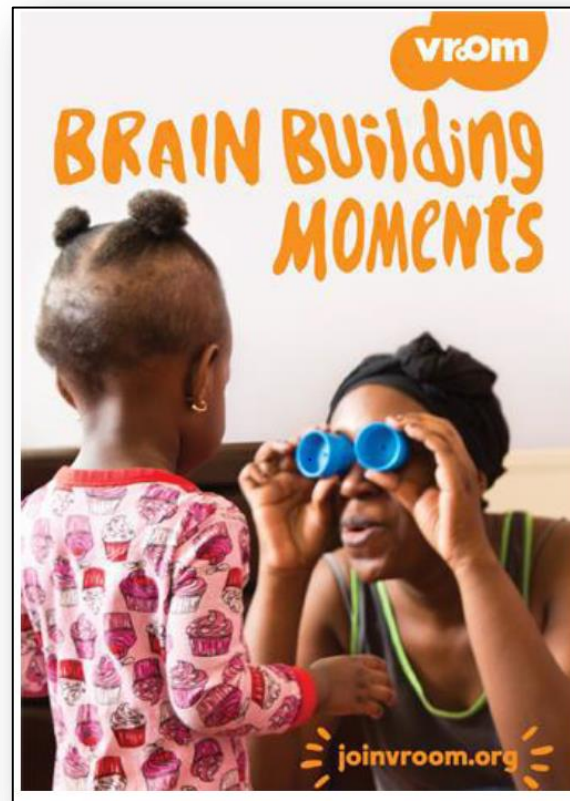
So how can we promote brain-building moments in our busy lives?



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.

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- **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!

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



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!



Love Connections

Take turns talking to your child about love connections. "I love you as much as a bee loves its stinger." "I love you as much as a worm loves the dirt." "I love you as much as a car loves gas." Ask your child to come up with one. Keep going back and forth.

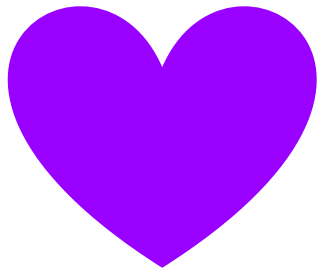
Ages 4-5



Brainy Background powered by Mind in the Making

When your child is challenged to find connections and make comparisons, he/she is learning new ways to sort and categorize information. These skills are important in math, reading and science. You are also promoting creativity and a sense of humor.

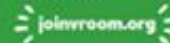
For more activities like these, check out the free Daily Vroom mobile app!



Love You

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.

Ages 2-3



Brainy Background powered by Mind in the Making

When your child feels your touch and hears your voice, he/she is learning new sounds and words 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.

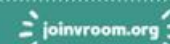
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Slow Dance

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.




Ages 0-1



Brainy Background powered by Mind in the Making

Dancing together is a back and forth conversation—using movement not words—that deepens the connection between you two. It also allows your child to use his/her senses—hearing, touch, sound, sight—his/her primary way of learning about the world at this age.

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

 <h3>Find the B's</h3> <p>While waiting at the doctor's office or drugstore, look around you and try to spot things that start with a B sound. Take turns spotting B's (like babies, bottles and baskets) and calling out the words to each other.</p> <hr/> <p>Ages 4-5</p> <p> joinvroom.org</p>	 <h3>Brainy Background</h3> <p>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> <hr/> <p>For more activities like these, check out the free Daily Vroom mobile app!</p>
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 <h3>Letter Lookout</h3> <p>Pick a letter with your child and try to find it everywhere you go. Take turns calling it out when you see it. If he/she sees an apple for the letter "A," then you have to find something next. See how many things you can find. Four? Ten? More?</p> <hr/> <p>Ages 4-5</p> <p> joinvroom.org</p>	 <h3>Brainy Background</h3> <p>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> <hr/> <p>For more activities like these, check out the free Daily Vroom mobile app!</p>
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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 him/her dressed, take turns picking something that's the same color. See if each of you can find more things the same color during breakfast.

Ages 4-5

joinvroom.org



Brainy Background

powered by Mind in the Making

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

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



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.

Ages 3-4

joinvroom.org



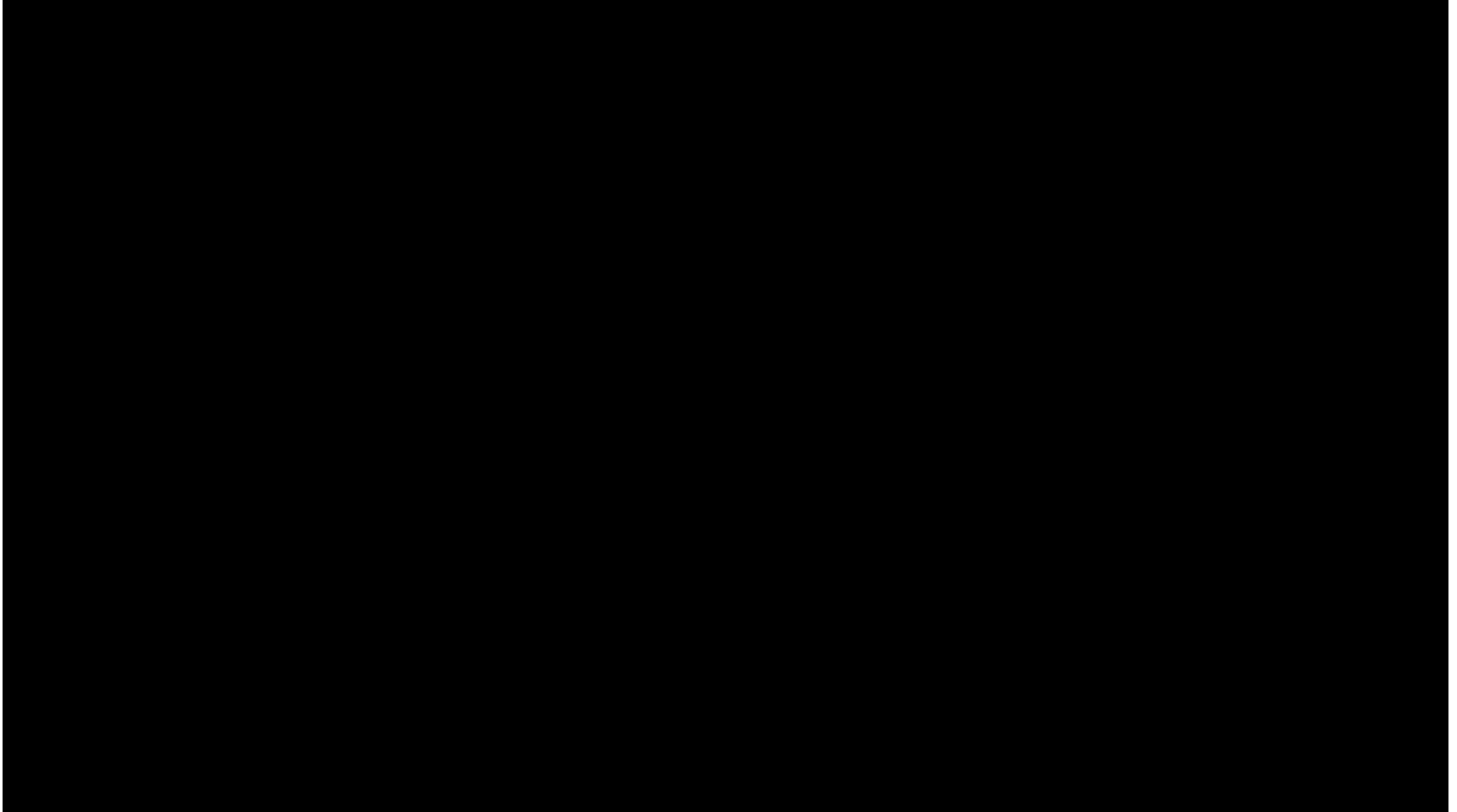
Brainy Background

powered by Mind in the Making

As your child figures out which objects are the same or different colors, he/she is putting information into categories. Sorting information by categories helps him/her organize his/her understanding of the world and is a pre-math skill.

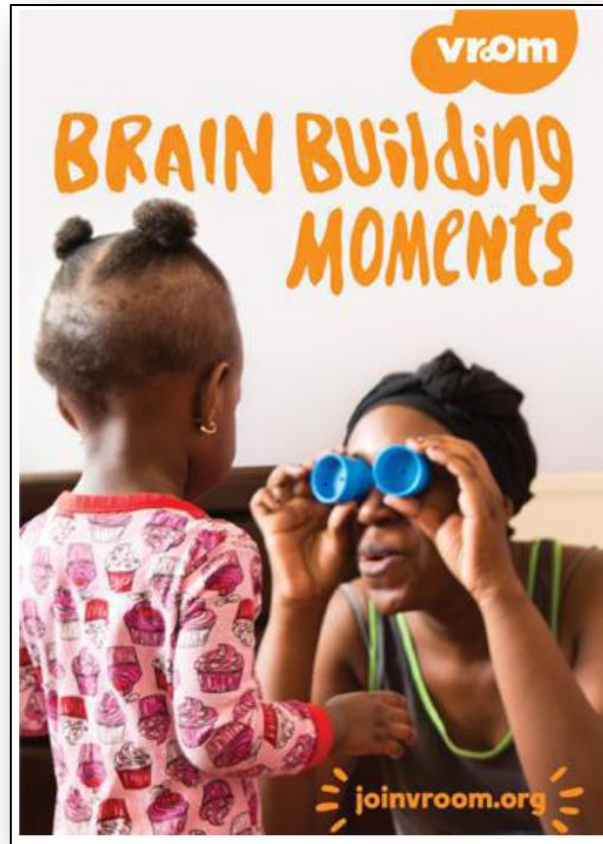
For more activities like these, check out the free Daily Vroom mobile app!

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



Vroom in the Community

Blue Mountain Early Learning Hub



Vroom Materials

Vroom materials include: 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! A free texting program is also been added!



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?





Upcoming Events:

Saturday, April 8- *Children Bring Communities Together* Early Learning Conference-
BMCC, Pendleton
Register at the door \$55.00

Monday, April 10- *Implicit Bias & Ableism's Diversity Training* –EOTEC, Hermiston
Register at Eventbrite.com
FREE

Friday, May 12- *Conscious Discipline Workshop*- IMESD, Pendleton
To register: <http://www.imesd.k12.or.us/profdev>
FREE, limited to 50

Friday, October 13- *Early Childhood Education, Behavior & Health Summit*
Wildhorse Resort & Casino: River Events Center, Pendleton
Flyers and emails will be sent out this summer
FREE



Thank you!!!

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