

What is Vroom?

Vroom is a free parenting tool that prompts 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) or other free materials in English, Spanish, Chinese, Russian, and Vietnamese at www.joinvroom.org.

How is Oregon Involved in Vroom?

The Oregon Department of Education's Early Learning Division has partnered with the Bezos Family Foundation to launch Vroom in Oregon. So far, more than 80,000 families in Oregon have been introduced to Vroom! Currently, there are 25 pilot sites spread across the state promoting Vroom in their communities, including Albina Head Start & Early Head Start. These groups are working hard to ensure that all Oregon parents with children ages 0-5 have access to Vroom, and have implemented Vroom in their parenting classes, home visiting networks, and other programs.

Learn more about Vroom in Oregon at www.oregonearlylearning.com/vroom.

Vroom's Brain Building Basics

The Brain Building Basics (Look, Chat, Follow, Stretch, Take Turns) infuse every one of the 1,000+ 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 moments of parent-child interaction and the "Brainy Background" demonstrates how the activities develop important skills in the child, such as math, vocabulary, problem solving, and impulse control.

 <h3>His Hair, Her Hair</h3> <p>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?"</p> <p>Ages 2-3</p> 	 <h3>Brainy Background</h3> <p>powered by Mind in the Making</p> <p>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.</p> <p>For more activities like these, check out the free Daily Vroom mobile app!</p>
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