

ACTIVATING VROOM®

in Your Child Care Resource & Referral and Your Community

Child Care Resource and Referral agencies strive to support families and child care programs in ways that help children grow and learn. Child Care Aware® of America and Vroom® have partnered together to make it easier for CCR&Rs to meet families where they are with the latest brain science and brain building tools.

The enclosed planning document tools share 5 simple steps for embedding Vroom into your agency's outreach, a planning document to brainstorm ideas, and a work plan to develop strategies to activate Vroom in your community.

GET STARTED

- ✓ 5 Steps for Activating Vroom®
- ✓ The Planning Process
- ✓ Work Plan



5 STEPS

To Activating Vroom® in Your Child Care Resource & Referral and Your Community

1

REFLECT ON YOUR CCR&R AGENCY

- Vision and mission
- Programs and services
- Community
- Staffing
- Strengths and opportunities for growth

2

EMBED VROOM® INTO YOUR AGENCY

- Programs and services
- Designated staff
- Methods of communication and outreach
- Training and support for staff around brain science and Vroom

3

COLLABORATE WITH COMMUNITY PARTNERS TO SHARE VROOM®

- Community partners (ex. libraries, businesses, hospitals, family-serving organizations, etc.)
- Awareness and training
- Support and ongoing communication
- Feedback and stories

4

INTRODUCE VROOM® TO YOUR FAMILIES AND PROVIDERS

- *Trusted Messengers* and community partner collaborations
- Provider training and support
- Provider family engagement efforts
- Methods of outreach for families and providers
- Resources and materials for families and providers

5

CAPTURE AND SHARE YOUR CCR&R VROOM® OUTREACH

- Reach and engagement
- Outcomes and impact
- Stories and bright spots



THE PLANNING PROCESS

Activating Vroom® in Your Child Care Resource & Referral and Your Community

1

ABOUT OUR CCR&R AGENCY

What is our agency's vision and mission?

What do we do? Who do we serve? What services and programs do we have?

What are our staff's roles and responsibilities?

What are our agency's strengths and opportunities for growth?

2

EMBEDDING VROOM® INTO OUR AGENCY

Which programs/services will we embed Vroom?

Which staff will lead the Vroom outreach efforts?

How will we train and support our staff around brain science and Vroom?

Which existing outreach methods will we use to share Vroom?

THE PLANNING PROCESS

Activating Vroom® in Your Child Care Resource & Referral and Your Community

3

COLLABORATING WITH COMMUNITY PARTNERS TO SHARE VROOM®

Who are our community partners currently? (ex. libraries, businesses, hospitals, family-serving organizations)	Which community partners may we engage?	How will we inform/train community partners around Vroom?	How will we stay connected and support community partners sharing Vroom?
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4



INTRODUCING VROOM® TO OUR FAMILIES AND PROVIDERS

How will we collaborate with <i>*Trusted Messengers</i> and community partners to share Vroom?	How and what information will we share to build awareness of early brain science in our community?	How will we engage families and child care programs around early brain science and Vroom?	How will we train and support providers to engage families around brain science and Vroom?
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Visit [GrowYoungBrains.org](https://www.GrowYoungBrains.org) for more information on brain-building resources for CCR&Rs.



THE PLANNING PROCESS

5

Activating Vroom® in Your Child Care Resource & Referral and Your Community

CAPTURING AND SHARING OUR CCR&R VROOM OUTREACH

How will we capture our agency's Vroom outreach and engagement?

How will we capture the impact of Vroom on our community? How will we collect stories from families and providers?

How might we gather information from **Trusted Messengers* and Community Partners from their Vroom outreach efforts?

How will we share our stories of impact and positive change with our community and stakeholders?

TRUSTED MESSENGERS

*A **trusted messenger** can be thought of as anyone who has existing relationships with parents or who is influential in parents' lives. For example, it could be a pediatrician, a caregiver, a faith-based leader, a mom's group, a children's librarian, a bank teller, etc. Trusted Messengers can include individuals, entities, and organizations.



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WORK PLAN

Activating Vroom® in Your Child Care
Resource & Referral and Your Community

Project Lead: _____

Additional Staff: _____

Beginning Date: _____

Completion Date: _____

Objective:

Projected Outcomes:

STRATEGY	TASKS	RESOURCES NEEDED	STAFF PERSON

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on brain-building resources for CCR&Rs.

