

**Working together, we can strengthen opportunities
for children across Colorado to achieve their full potential!**

vroom
Brain building moments



 **PARENT
POSSIBLE**

New science  tells us that our children's first  years are when they develop the foundation for all future learning . Every time we connect with them, it's not just their eyes that light up – it's their  brains too. In these moments, half a million neurons fire at once, taking in the things we say and do. Inspired by this compelling research, the Bezos Family Foundation worked with families, scientists, community leaders, and product makers to create Vroom.

Vroom supports parents throughout their daily journey with affirming, reinforcing messages and tips. Each Vroom tip is designed to promote language development and executive function skills, and inspire "serve and return" interactions between children and the adults in their lives. Each tip is supported by a "brainy background" providing the user with the scientific "why" behind each activity. Among the many Vroom resources is a free mobile app with more than 1,000 tips.

Vroom continues to expand nationally through partnerships with household brands, entertainment channels, and by working with communities, coalitions, collective impact organizations, and states.

In Colorado, Vroom is led by the nonprofit Parent Possible.

Parent Possible actively seeks trusted organizations that are well positioned to reach parents in the course of their daily lives, sharing the science of early child brain development, making them aware of Vroom and helping apply this knowledge to their everyday lives in the form of actionable tips that detail brain building moments.

From pediatricians, home visitors and educators talking personally with parents; to museums, businesses and playgrounds creatively displaying Vroom messages and promoting the Daily Vroom free mobile app for brain building tips on the go; a wide array of organizations can share Vroom and the belief that we all have what it takes to be a brain builder!

Consider how your organization can layer Vroom into your work and share the messages of brain building with the parents and caregivers you serve.

**To learn more and explore the possibility of sharing Vroom,
please go to www.parentpossible.org or contact us at vroom@parentpossible.org / 303.860.6000.**



vroom IN COLORADO

STATEWIDE IMPLEMENTATION FRAMEWORK



Created
and led by the
Bezos Family Foundation
and a distinguished
science advisory team

Develops
brain building tips,
brainy backgrounds,
and materials

Leads
national activation,
securing media and
product placement
partnerships

Collaborates
with Anchor Partners
to support diverse
approaches to local
activation

Strengthens
and expands offerings
based on evaluation,
learnings and partnership
feedback

Leads
statewide implementation
as Vroom Colorado
Anchor Partner

Identifies
organizations trusted
by parents with the ability
to share Vroom

Conducts
outreach to inform
and engage trusted
messenger organizations

Provides
guidance to assist
organizations in
becoming Vroom Colorado
Community Partners

Evaluates
the effectiveness of Vroom
efforts and impacts
in Colorado

Sustains
and grows the
engagement of Community
Partners in Colorado

COMMUNITY PARTNERS

Learn
about Vroom and explore
the best ways to layer into
organizations

Develop
Vroom implementation
plans tailored to
organizations

Activate
plans, sharing
Vroom information
and messages with
parents and
caregivers

Support
parents and
caregivers in
accessing and
utilizing Vroom

Gather
feedback from parents
and caregivers to
track effectiveness
and impact

Maintain
engagement of
parents and sustain
implementation efforts

PARENTS & CAREGIVERS

Supported
by Community
Partners in learning
about Vroom

Increased
understanding of early
brain development
and role as
brain builders

Regularly
inspired to turn
daily interactions
into brain building
moments

Vroom helps parents understand the brain development happening in the first 5 years of life, and how parents can influence that development during the everyday moments they share with their children.

Implementing Vroom in Colorado will make a major contribution to parents and caregivers regularly interacting with their young children in brain development activities, strengthening opportunities for children statewide to achieve their full potential. This "surround sound" approach is created

through the core and national efforts of Vroom (joinvroom.org) and the Bezos Family Foundation, the statewide leadership and guidance of Parent Possible, and the organizational and customized supports of a diverse array of Community Partners across Colorado.

Visit parentpossible.org to learn more.