



# Vroom Brain Building Materials and Technical Assistance Opportunity

Offered by Washington State Department of Health, Essentials for Childhood

## Opportunity Purpose and Summary

The Washington State Department of Health, Essentials for Childhood Program is offering “starter sets” of **Vroom™** print materials and technical assistance on how to use Vroom. This is suitable for any organization that serves or reaches families of young children (from prenatal through age five) in Washington State, even if early learning isn’t your primary focus. We are especially interested in applications that reach families furthest from opportunity, wherever they are. ***This is not a funding opportunity.***

**Vroom Materials** are intended to raise awareness about the importance of brain building and the simplicity and fun of Vroom. These include, but are not limited to posters, flyers, tip cards, and handouts created by the Bezos Family Foundation that can be used to show parents and community organizations what Vroom is all about. See [below](#) for descriptions of the packages of Vroom materials you can choose from. All materials are available in English and Spanish. Many materials are available in Arabic, Bengali, Chinese, French, Haitian Creole, Korean, Polish, Russian, Somali, Tagalog, Urdu, Uzbek, Vietnamese and Yiddish.

**These starter set of Vroom materials** are intended to help organizations become familiar with Vroom brain building tools and messages and comfortable sharing it with families you serve or reach. We hope that this experience with Vroom will show you how easy and useful it is, and that you will continue to use Vroom even after you have given out all the materials. Starter sets of materials will be offered to qualifying applicants as long as our budget supports. We initially expect to offer about 26 to 30 sets.

**About Vroom:** Brain science tells us that the first five years of a child’s life are critical to brain development, lifelong health and well-being. Vroom recognizes the power of parents and caregivers in supporting children’s early brain development. Vroom takes brain science out of the lab and puts it in the hands of caregivers and the important adults in children’s lives. It affirms what they are already doing to support early brain development and encourages more of it. Vroom does more than offer tips that are fun, easy, and promote bonding—it explains the science behind every activity so caregivers can see how it can make a big difference in their children’s lives.

Vroom’s positive, tested tips are designed for kids from birth through age 5. Content is deployed in a variety of ways, including an app, website, text message platform. Vroom is fully available in English and Spanish. Printed or printable versions of materials are also available in fourteen other languages. Vroom affirms parents and caregivers as their child’s first teacher, giving them tips and tools to make the most of their time with their child. Not only does Vroom support learning and healthy development, Vroom is an enhancement in many settings and a great way to engage families. Vroom is best shared directly with families by providers and programs that families already trust, and reinforced with messages at multiple

touchpoints in a community. Vroom was developed by the Bezos Family Foundation with leaders in neuroscience, psychology, behavioral economics, parenting and early childhood development

**Now, more than ever**, it's important to connect parents and caregivers to free and accessible resources to support their children's healthy brain development and well-being. What are the creative ways you are reaching families, if some of the usual ones are temporary closed?

For more information about Vroom go to the [Vroom website, http://www.vroom.org/](http://www.vroom.org/) and the [Department of Health Brain Building with Vroom webpage, https://www.doh.wa.gov/CommunityandEnvironment/EssentialsforChildhoodInitiative/BrainBuildingwithVroom](https://www.doh.wa.gov/CommunityandEnvironment/EssentialsforChildhoodInitiative/BrainBuildingwithVroom).

This opportunity is offered by Washington State **Essentials for Childhood** as part of a comprehensive child abuse and neglect prevention effort across several states. Essentials is housed at the Washington State Department of Health and supported by the Centers for Disease Control & Prevention (CDC), the Bezos Family Foundation, and other funders. Essentials' partners are working to align systems, strategies, and policies to improve how families experience supports, reduce stress and increase resilience. Washington State Essentials is staffed at the state Department of Health (DOH).

## Applicant Eligibility and Expectations

### *Eligible applicants must*

- **Currently serve or reach Washington State families of children age 0 (including expectant families) through age 5.** You may serve this full age range or part of it. Even if your focus isn't on child development, health, or parent education, or early childhood, ***if you have the attention of families of young children, you are eligible***. Examples: food banks, family shelters, public transportations, schools (families of school age children often have younger children), early learning, health services, community service offices, nutrition and breastfeeding support, and more.
- **Focus on a population designated as furthest from opportunity** including communities impacted by persistent inequities caused by racism, historical trauma, economic injustice, and cultural and linguistic barriers to participating in mainstream culture and services. We are also interested in reaching fathers, who often feel left out of parenting outreach and support.

### *Expectations of approved applicants*

- **Upon approval of application, participate on one or two calls or virtual meetings** with Department of Health Vroom staff: A one on one call to review your plans, address questions, and finalize your selection of materials. Depending on timing and number of applications, a Vroom orientation session will either be included in your one-on-one call or held separately with multiple approved applicants.
- **About 2 to 3 months after receipt of materials**, complete a short form and participate on follow up call to inform us how you used the materials, who you reached, what worked, what didn't, and your assessment of Vroom and plans for future use.

# Application Process

**We will accept applications, as long as we have the budget for materials. Applications received by June 15, 2020, will be included in the first group that is reviewed.**

1. Submit your application on line OR complete the attached Word form and send it to [Marilyn.Gisser@doh.wa.gov](mailto:Marilyn.Gisser@doh.wa.gov).
2. Applications will be reviewed for eligibility and scored using the criteria show below.
3. Applications received by June 17, 2020 will be reviewed and eligible applications will be scored by a panel of reviewers by June 26. After June 17, we will review applications in batches every few weeks.
4. Applications that receive a score of at least 20 (out of 30) will be offered materials, as long the qualifying applications do not exceed our budget. If our budget is exceeded, materials will be offered to the top scoring applications of the applications currently on hand at the time.
5. Applicants will be notified whether or not they are approved. Unsuccessful applicants may reapply.
6. Any changes to the application or this process will be shared via Department of Health subscription "Prevention and Community Health: EFC Vroom Brain Building." [Manage Subscriptions](#). We will also send out a notice when we stop accepting applications.

## Scoring Criteria

Scoring for questions 1, 2, and 3b score: Poor = 1, Fair = 2, Satisfactory = 3, Very Good = 4, Excellent = 5. Scoring for other questions are listed in the table. Maximum score = 30.

| Application Questions   |
|---|
| 1. Purpose. Do they have a clear purpose for applying that advances their goals?  |
| 2. Plans. Does the plan seem to be well thought through, reasonable and achievable?   |
| 3a. Focus population. Did they check at least one of the focus populations OR make a solid case that the population they serve is far from opportunity or historically marginalized?<br>Yes = 5<br>No – disqualifies  |
| 3b. Characteristics of community or population. Description demonstrates knowledge of the population and ability to reach them.   |
| 3c. Reach. Applicant makes a good case for their reach of:<br><150 families = 1; 150 to 400 families = 3; > 400 families = 5<br>Otherwise, score should reflect the reach you think they have demonstrated.   |
| 4. Vroom experience. If they have experience with Vroom, do they make a solid case that this package will increase their future ability to use Vroom?<br>No experience =5; experience with strong rationale for impact = 4; experience with moderate rational for impact = 2; Experience with weak rationale for impact = 0 |

**Questions about this opportunity? Contact [Marilyn.Gisser@doh.wa.gov](mailto:Marilyn.Gisser@doh.wa.gov).**

## Starter Set Package Descriptions

We are pleased to offer three different starter sets of Vroom materials. We are also open to modifications to these packages. See next page for descriptions of all the materials or go to [Vroom.org/tools-and-resources](https://vroom.org/tools-and-resources) to see images of many of these materials.

**Starter Set A: Lots of Handouts.** This set has lots of handouts that you can give out to families to introduce them to Vroom and remind them to get the app or sign up for texts. It also includes some display materials and Vroom Tip Card Rings.

|                         |                                  |
|-------------------------|----------------------------------|
| 275 Vroom Info Cards    | 25 Brain Building 101 Flyers     |
| 75 Vroom App Cards      | 25 Brain Building Basics Flyers  |
| 75 Vroom by Text Cards  | 3 Science-Forward Orange Posters |
| 75 New Baby Cards       | 3 Strength-Based Teal Posters    |
| 100 Stickers            | 5 Clings                         |
| 20 Vroom Tip Card Rings |                                  |

**Starter Set B: Variety.** This set has a generous mix of handouts, display items and Tip Card Rings. So you can use Tip Rings when you talk to families about Vroom, reinforce that with Vroom brain building messages up around your spaces where people can see them, and with info cards and stickers to take home.

|                                  |                        |
|----------------------------------|------------------------|
| 40 Vroom Tip Card Rings          | 10 Clings              |
| 4 Science-Forward Orange Posters | 50 Stickers            |
| 4 Strength-Based Teal Posters    | 120 Vroom Info Cards   |
| 10 Brain Building 101 Flyers     | 20 Vroom by Text Cards |
| 10 Brain Building Basics Flyers  |                        |

**Starter Set C: Lots of Display Materials.** Get Vroom messages front and center in your spaces with this package that includes lots of display materials. It includes decals that easily adhere on most surfaces, other display materials, as well as info cards, stickers, and Vroom Tip Card Rings.

|   |                         |
|---|-------------------------|
| Vroom Starter Pack of 36 assorted<br>decals | 20 Clings               |
| 6 Science-Forward Orange Posters            | 15 Vroom Tip Card Rings |
| 6 Strength-Based Teal Posters               | 120 Vroom Info Cards    |
| 15 Brain Building 101 Flyers                | 40 Vroom by Text Cards  |
| 15 Brain Building Basics Flyers             | 40 New Baby cards       |
|   | 50 Stickers             |

## Materials Descriptions

Materials offered in multiple languages come in English, Spanish, Arabic, Bengali, Chinese, French, Haitian Creole, Korean, Polish, Russian, Somali, Tagalog, Urdu, Uzbek, Vietnamese and Yiddish.

**Vroom Tip® Card Rings – English or Spanish.** Vroom Tip Cards include an introduction to the Five Brain Building Basics as well as 25 newly curated Vroom Tips. Each tip provides parents and caregivers with a fun, actionable activity for engaging with their children, with suggested age ranges for each. Flip the card over to read the Brainy Background and learn how the interaction supports your child's brain development. Tip cards turn any moment into a Brain Building Moment! 27 cards on ring, 3.85"x2.78.



**Vroom Poster: Science-Forward Orange – multiple languages.** Using the playful illustrations of Vroom, Vroom Posters highlight everyday Brain Building Moments in action. With something for everyone, the Vroom Posters include a single call-to-action that includes the app, the Vroom website, and Vroom by Text. This version in orange emphasizes the foundations of Vroom - the science! Choice of 16 languages, including 2-sided English/Spanish. 11"x17"



**Vroom Poster: Strength-Based Teal (pictured) – multiple languages.** Using the playful illustrations of Vroom, Vroom Posters highlight everyday Brain Building Moments in action. With something for everyone, the Vroom Posters include a single call-to-action that includes the app, the Vroom website, and Vroom by Text. This version, in teal, starts with a strong, strength-based message to inspire and support caregivers Choice of 16 languages, including 2-sided English/Spanish. 11"x17"

**Vroom Info Card – multiple languages.** Strength-based, science focused, fun, and accessible. This awareness-building resource shares everything we love about Vroom without being focused on a single tool like the Vroom app or Vroom by Text. Great for first impressions and flexible awareness building! 5"x7"

**Vroom App Card - English or Spanish.** This card is a quick and friendly intro to the Vroom app. It includes how-to instructions for downloading the app to Android and iOS phones. 5"x7"

**Vroom by Text Card - Bilingual.** No smartphone? Poor cell service? No problem! Vroom by Text is the answer! This card is a simple intro to Vroom by Text including sign-up info and is bilingual with English on one side and Spanish on the other. 5"x7"

**Brain Building Basics Flyer (pictured) – multiple languages.** Brain Building Basic concepts (Look, Chat, Follow, Stretch, and Take Turns) turn the science behind Vroom into actionable ways for parents and caregivers to interact with their children. The flyer illustrates the five concepts in a friendly way and creates a useful tool for introducing Vroom. Choice of 16 languages, including 2-sided English/Spanish. 8-1/2"x11"



**Vroom Brain Building 101 flyer– multiple languages.** Shares the important scientific research behind Vroom. Choice of 16 languages, including 2-sided English/Spanish. 8-1/2"x11"



**Stickers (one pictured) - English or Spanish.** These stickers with positive Vroom messages are great handouts. 2 round 2.5" diameter; 1 rectangular 3.25" x 2"

**Clings - English or Spanish.** These low tack adhesive vinyl clings have fun Vroom illustrations and positive messaging. 2 designs. Double sided and easily removable, these clings are great on windows or just about any clean smooth surface. 4"x4"

**Vroom Starter Pack Decals – English or Spanish.** This starter set of Vroom Decals has a little bit of everything. Each set includes 5 "Intro/Info" decals and 15 highly versatile Tip/Brainy Background decal sets printed on 8" diameter circular vinyl stickers. Mount them easily and safely to walls, windows, or almost any interior smooth surface with the included squeegee using the semi-permanent adhesive backing. The set also includes a 20" oversized top hat decal printed on transparent material for adding a bit of fun to a restroom mirror or other reflective surface. 35 8" diameter circle decals and 1 19.7x18.7 decal. Each set includes a squeegee to assist in applying.

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