



Clinical & Translational Science Institute
of Southeast Wisconsin

CTSI Child Advancement Network (CAN)

The Child Advancement Network (CAN) is a broad-based, comprehensive, and innovative approach to advancing the health and well-being of children, parents, and families across dimensions of health via partnerships, collaborations and advocacy

“ACHIEVING TOGETHER WHAT WE CANNOT ACHIEVE ALONE”

Exie Walker, Program Manager
Tanya Aigner, Project Manager
Contact us at: ctsican@mcw.edu



Clinical & Translational Science Institute
of Southeast Wisconsin

Rev 10/01/25



Clinical & Translational Science Institute
of Southeast Wisconsin



You already have what it takes to be a brain builder!

A baby's brain is wired to grow from birth! It starts off with billions of neurons. During your child's earliest years, their brain makes 1 million neural connections every single second.

That's a lot of brain building! Positive, supportive experiences with adults help your child's brain grow strong and flexible. That makes you your child's #1 brain builder!

vr&om
Brain Building Moments®

MIND
in the
Making

THE 7 ESSENTIAL LIFE SKILLS
EVERY CHILD NEEDS

Visit our CAN webpage at:

<https://ctsi.mcw.edu/community/patients-volunteers-local-citizens/child-advancement-network-can/>



Clinical & Translational Science Institute
of Southeast Wisconsin

All children should have joyful, enriching early experiences that fuel their innate desire to learn, and foster the skills and mindsets for lifelong success.

vroom
Brain building moments



What is Vroom?



- A global program of the Bezos Family Foundation.
- A free suite of tools that encourages parents and caregivers to play an active role in a young child's brain development.
- Built on the belief that all parents have the potential to create a bright future for their children.
- Since 2015, Vroom has grown to support nearly 2 million families in all 50 states and over 80 countries.
- Meets parents where they are, through the people they already trust and the places they already go.



What is Vroom?

- Vroom shares the science of early learning through engaging and easy-to-use tips. Whether it's mealtime, bath time, or any time in between, there are always ways to nurture children's growing minds.
- FREE and offers science-based tips and tools to help parents and caregivers give children a great start in life today and an even better future.
- 1000+ activities designed to help young brains grow strong. Our early learning experts created Vroom tips to complement existing efforts within communities.
- Helps parents and caregivers boost their child's learning during the time they already spend together.

vroom
Brain Building Moments®



Clinical & Translational Science Institute of Southeast Wisconsin

vrom



Brain Building

- Use the science of early learning to help children succeed and thrive.
- Brain building with a child during their first 5 years gives them a strong base for lifelong learning.
- Positive, supportive experiences with adults help a child's brain grow strong and flexible.
- A baby's brain is wired to grow from birth.





Children are born with tremendous potential.

In the first five years, trillions of neural connections are made—forming the foundation for future learning.





from

Look

Children use their eyes to learn. See what catches your child's eye and talk about it. Or connect eye-to-eye, then smile, chat, hug, or make funny faces!



Take Turns

Children learn from taking turns when you play, talk, or explore. After they go, take your turn. Then repeat: they go, you go, they go, you go!



Chat

Children's brains light up when you talk, sing, or make sounds back and forth with them. So chat about your day, food, and what's around you, or string sounds together for a fun conversation!



Stretch

Children's brains grow strong when you help them stretch their learning further. Keep a moment going: ask your child a question that starts with what, when, where, how, or why!



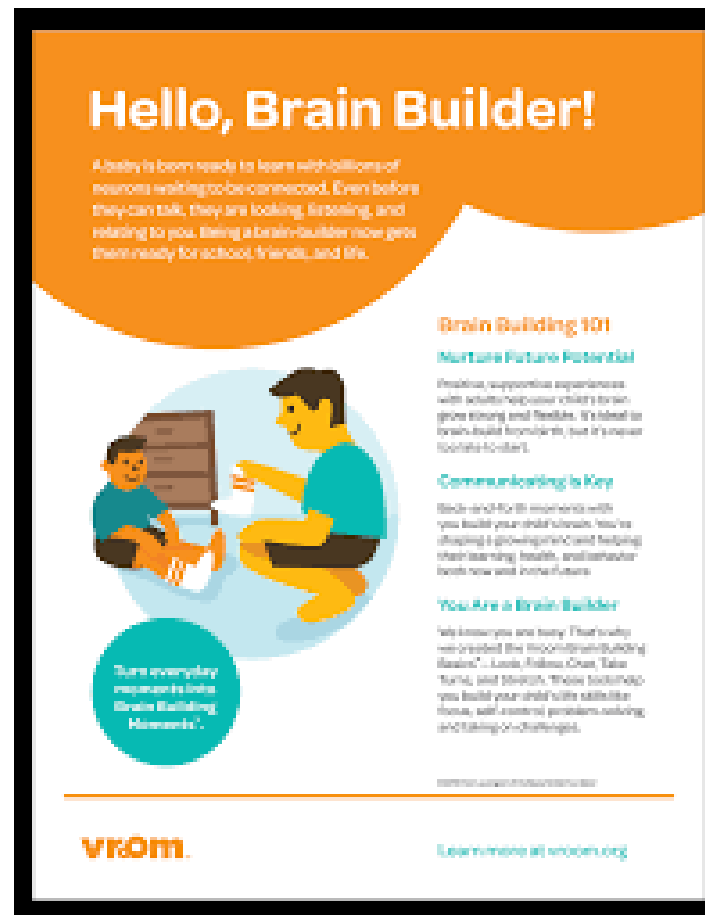
Follow

Young children learn best when you follow their lead. Tune into your child's words, sounds, ideas, and movements! Then respond with your own words and actions.



What is a Vroom Tip?

- Helps parents and caregivers do more with shared moments.
- Adds learning to mealtime, bath time, bedtime, or anytime.
- Uses the science of early learning to help children thrive.
- Each tip is designed for a specific age range.
- Designed for children 0-5 years.
- Behind every Vroom Tip, there's brain science.
- Two Components: Tip “activity” and Brainy Background “science”



Tips

"Activities"

1. Help turn ordinary or fussy times into fun.
2. Help do more with your shared moments.
3. Help share the joy of learning with your child now while preparing them for tomorrow.
4. Studies show that school readiness, success, better health, and stable finances in adulthood are tied to having good life skills.





Brain Science

“Brainy Background”

1. Positive connections with you help your child’s brain grow strong and flexible.
2. Back-and-forth moments with you build your child’s brain in ways that help their learning, health, and behavior both now and in the future.
3. Building life skills like focus, self control, problem-solving, and taking on challenges in their early years helps your child today and later in life.

Back-and-forth
interactions between you
and your child are one of
the most important ways
to help their brains
develop.

vrom
Brain building moments



vr.com

Take Time to Watch



Take a minute today to watch your child. Pay attention to what they look at. How do they move? What do they sound like? What are they learning? Even when you're busy, responding to what they are learning deepens your connection with them.

Suggested Age

0 - 5 years

Brainy Background™



When you're in tune with your child, you'll be able to pay attention to their needs and interests. This deepens the trust between you. Your child needs this security to reach out into the world to explore, experiment, discover, and learn.

#30

vr.com.org



Sample Vroom Tip

Word of the Day

Come up with a word of the day, like “play.” As you and your child go through your day, point out moments or things you see that remind you of the word of the day. You might say, “Look, those dogs are playing!” Encourage them to find their own examples of the word of the day.

Suggested Age

4 years - 5 years

Brainy Background



Your child must use their memory to remember the special word all day, and use focus and self-control to play the game. They’re also exposed to new words and learn about the different ways that words can be used. These are important parts of learning to read and write.

#105

Learn more at **Vroom**.org



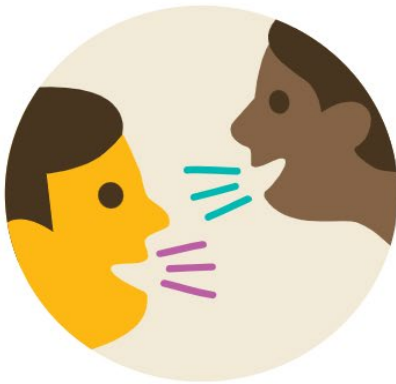
Clinical & Translational Science Institute
of Southeast Wisconsin

Life gets busy. Vroom stays simple.

With Vroom, it's easy to be a brain-builder.

Whether you use the Vroom app, Vroom web app, or print at home, Vroom Tips can always be there when you need them.

1,000+ Vroom Tips, and the brain science behind them, are right at your fingertips!



For Everyone



For Every Setting



Right at Your Fingertips

Let's Visit the Vroom Website

<http://www.vroom.org>

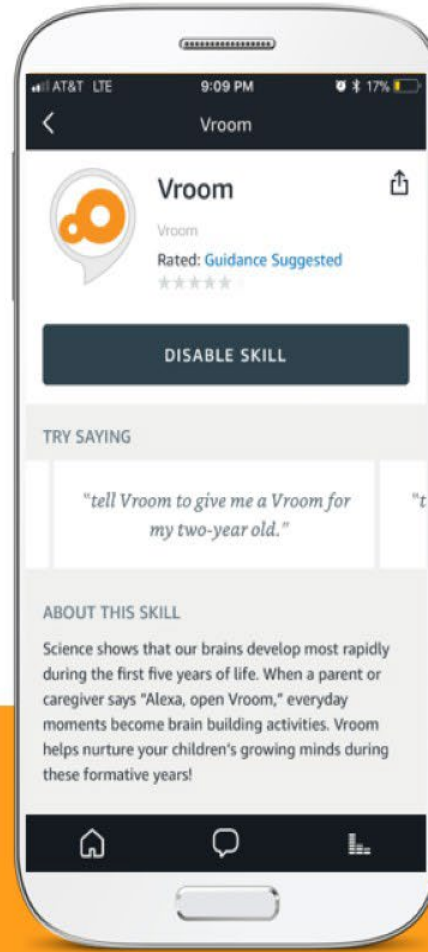
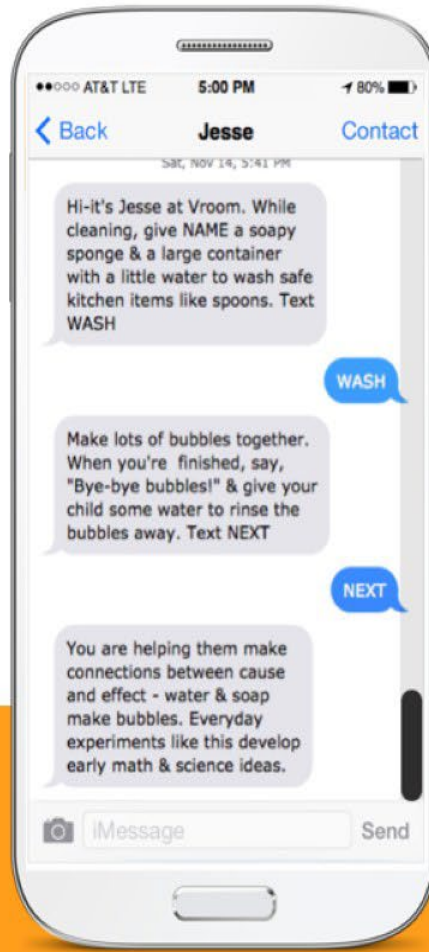
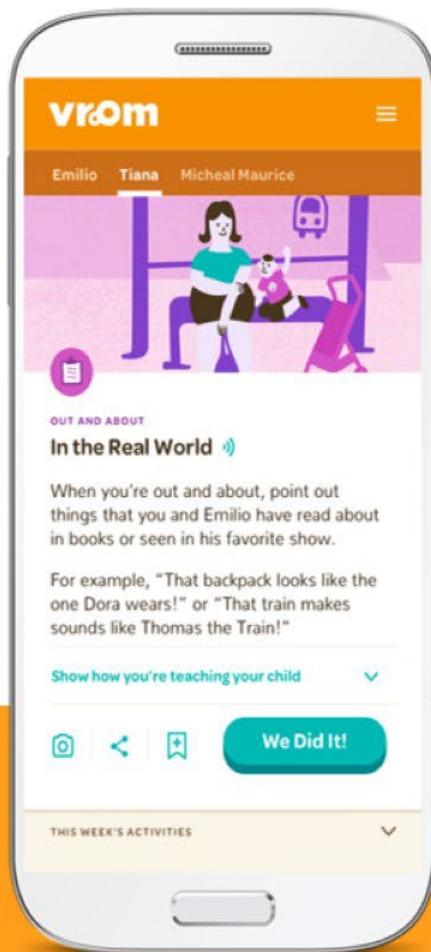
- Videos
- Resources
- Try a Vroom Tip
 - Content Areas
 - Language
 - Age



vroom

Easy as 1, 2, 3!

1. Go to the App Store on your phone
2. Search for Vroom Education
3. Download app!!





Clinical & Translational Science Institute
of Southeast Wisconsin



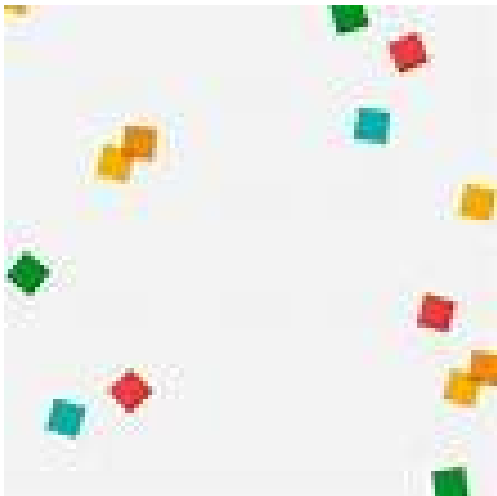
Social Media Opportunities

Social Media

-  [joinvroom](#)
-  [@joinvroom](#)
-  [joinvroom](#)

Digital Tools





MIND in the Making

Mind in the Making shows what professionals, parents and caregivers can do—starting today—to strengthen the critical executive function skills in children. They aren't the kinds of skills that children just pick up; these skills can be fostered to help children and the adults in their lives.

What is Mind in the Making?

Mind in the Making (MITM) is a program of the Bezos Family Foundation that shares the science of children's learning through innovative, in-depth training and materials geared for action.

MITM's Learning Modules, Skill-Building Opportunities and Book Tips serve professionals and caregivers across a wide array of sectors in building executive function-based life skills within children and families together.



Clinical & Translational Science Institute
of Southeast Wisconsin

Seven Evidence-based Executive Function Life Skills that can help children and adults thrive now and in the future

MIND in the Making

Focus and Self Control
Perspective Taking
Communicating
Making Connections
Critical Thinking
Taking On Challenges
Self-Directed, Engaged Learning

ESSENTIAL LIFE SKILL #1

Focus and Self Control



Children need this life skill in order to achieve their goals, especially in a world filled with distractions and information overload. It involves paying attention, remembering the rules, thinking flexibly, and exercising self-control.

SAMPLE VROOM TIP

Beat & Repeat

Ages 3-4

Play "Beat and Repeat" anywhere. Create a beat with two claps. Can your child copy it? Repeat until they get it. Have them create their own beat with two claps. Anytime someone misses, try again. Then make it three beats. How many beats can you get to? Four? Five? Six?

Brainy Background

Your child develops self-control as they copy your patterns or create their own. If they make a mistake, all the better. They learn that mistakes are a necessary part of learning—a good lesson no matter how old you are!

29

ESSENTIAL LIFE SKILL #2

Perspective Taking



Perspective taking goes far beyond empathy: it involves figuring out what others think and feel, and forms the basis of children understanding the intentions of their parents, teachers, and friends. Children who can take others' perspectives are much less likely to get involved in conflicts.

SAMPLE VROOM TIP

Category Convos

Ages 2-3

Tell your child about a favorite food. Ask them to name a food they like that's in the same category, like fruit, but different. Keep count of how many different things you both like in the same category. Play the same game with something else, like clothes!

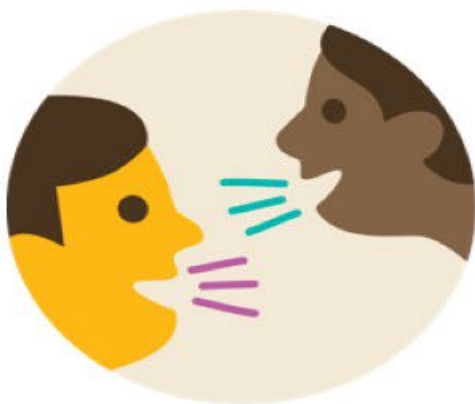
Brainy Background

This game is teaching your child about categories; things that are the same in important ways, though different in others. They're also learning about your likes and dislikes compared to theirs, helping them learn about other people.

49

ESSENTIAL LIFE SKILL #3

Communicating



Communicating is much more than understanding language, speaking, reading, and writing. It is the life skill of determining what one wants to communicate and realizing how our communications will be understood by others. It is also the skill that teachers and employers feel is most lacking today.

SAMPLE VROOM TIP

Sing-Song Voice

Ages 0-1

Is your child making lots of sounds? Talk back to them by repeating their sounds or describing what they're doing using a sing-song voice. Do they respond by kicking their feet, waving their arms or making more sounds? Together, you're telling your own story!

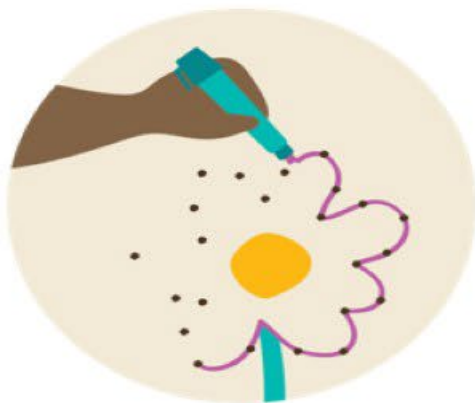
Brainy Background

Children's brains are wired to hear you talk in a sing-song voice. When you talk slowly and stretch the sounds out in a musical way, their eyes light up and their heart rates increase. Toddlers who hear sing-song voices smile more often—proof that YOU are making connections and building a brain!

#57

ESSENTIAL LIFE SKILL #4

Making Connections



Making Connections is at the heart of learning: being able to figure out what's the same, what's different, and sorting these things into categories. Making unusual connections is also at the core of creativity.

In a world where people can Google information, those who can see the connections will go beyond knowing information to using it.

SAMPLE VROOM TIP

Letter Lookout

Ages 4-5

Pick a letter with your child and try to find it everywhere you go. Take turns calling it out when you see it. If they see an apple for the letter A, then you have to find something next. See how many things you can find. Four? Ten? More?

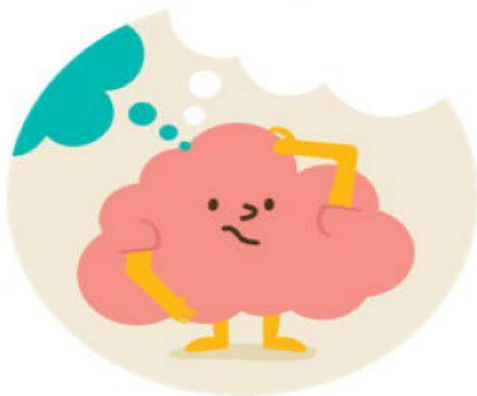
Brainy Background

"I Spy" games like this one are great brain builders. They make your child aware of their environment and teach them to make connections between similar things. You can try this game with letters, colors, shapes—anything really!

#12

ESSENTIAL LIFE SKILL #5

Critical Thinking



Critical thinking is the ongoing search for valid and reliable knowledge to guide beliefs, decisions, and actions.

SAMPLE VROOM TIP

Watch and Learn

Ages 1-2

Offer your baby familiar objects like a scarf, an empty box, or a container with a lid. Watch to see what they do. Do they try to put the scarf in the box or the lid on a container? Then encourage more learning by commenting on what they're doing, "You put the scarf in the box!"

Brainy Background

When you give your child time to explore everything they can do with a simple object, you support curiosity and encourage creativity. They're also building critical thinking skills to understand concepts of size and shape.

999

ESSENTIAL LIFE SKILL #6

Taking on Challenges



Life is full of stresses and challenges. Children who are willing to take on challenges – instead of avoiding them or simply coping with them – do better in school and life.

SAMPLE VROOM TIP

New Timers

Ages 2-3

When you're at a playground, help your child do things they haven't done before. Try out the swings or the slide, or even feel the different textures on the ground. As long as they're safe, let them try new playground experiences, with a helping hand if they need it. How do they respond? Celebrate what they say and do!

Brainy Background

Giving your child the chance to do safe things by themselves helps them feel confident, competent, and to learn to take on challenges.

#182

ESSENTIAL LIFE SKILL #7

Self-Directed, Engaged Learning



It is through learning that we can realize our potential. We can learn for as long as we live.

SAMPLE VROOM TIP

Daily Discoveries

Ages 0-1

What is your child doing? Reaching for a toy? Hitting two blocks together to make a sound? As they discover their world, pay attention, smile, and use words that they will learn someday: "You reached out your fingers and got your toy."

Brainy Background

When you pay attention to what your child does and share their delight in doing and learning, you start them on the path to become a lifelong learner.

22



Collective Impact

Vroom Sparks Collective Action

- Organizations are coming together to rally behind the common mission to turn everyday moments into Brain Building Moments™.
- Vroom's strength-based approach to brain-building, along with a suite of science-backed, free tools and resources are helping to unify this fragmented community.
- Bringing together a range of stakeholders from teachers to civic leaders, Vroom is a tool for communities to build collective action around a shared vision of early learning.



Collective Impact

Vroom Seamlessly Integrates with Systems and Agencies

- Vroom can be used in a diverse community and setting
- Vroom is easy to layer in existing activities and programs

Vroom Empowers Staff for Family Engagement

- Locations such as clinics bring Vroom Brain Building Moments™ to families and healthcare staff.
- Easy-to-use brain-building tips and the science behind them are integrated throughout the clinic and shared with parents by both front-line staff and clinicians.



Collective Impact

Vroom Helps Educators and Families Collaborate

- Vroom encourages educators and families to build a collaborative culture of learning, both in the classroom and at home.
- Teachers use Vroom to help build relationships with parents and caregivers through Vroom's supportive messaging and tools without asking them to invest additional time or money.
- Rooted in science and easy-to-implement, Vroom Tips™ turn everyday moments into experiences that help children thrive.

Vroom Can Create a Culture of Brain-Building in all Communities

- Vroom is building brains and building community in rural and urban communities
- Vroom can help communities come together to celebrate and share Brain Building Moments™ with their children, but also with friends and neighbors.



What Can You Do?

- Collaborate with your CTSI Child Advancement Network (CAN) Team by infusing Vroom into your organization's activities and share with caregivers
- Become a CTSI CAN – Vroom Partner
- Collaborate and share ideas with others to further early childhood brain building
- The CTSI Child Advancement Network (CAN) is the anchor partner for the Bezos Family Foundation's Vroom Initiative in Wisconsin – Partner with us in striving to make a difference in our communities
- Become a Vroom Trainer and provide Vroom training and materials to the caregivers you interact with (training information will be supplied)
- As a Vroom Trainer, track the details of Vroom training and Vroom resource distribution and report to the Child Advancement Network Team. Vroom resources and activities are collected and reported to the Bezos Family Foundation and other regulatory and granting organizations

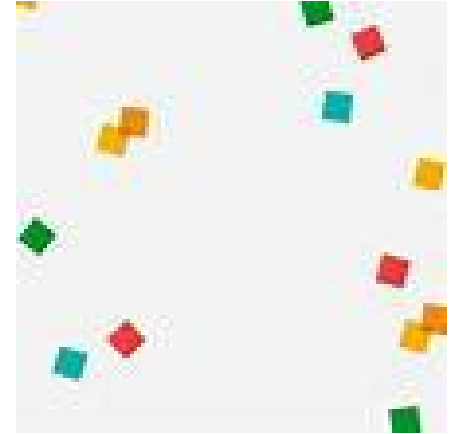


Clinical & Translational Science Institute
of Southeast Wisconsin

Resource Websites

MIND in the Making

<https://www.mindinthemaking.org/>



Science in Action: Sharing the science of early learning in ways that transform groundbreaking research into action

vroom
Brain building moments

<https://www.vroom.org/>

Everyone has what it takes to help nurture their child's mind.

Vroom has 1000+ tips to turn everyday moments into #brainbuilding moments!



CTSI Community Engagement Programs/Resources

CTSI Website

<https://ctsi.mcw.edu/>

Child Advancement Network (CAN)

<https://ctsi.mcw.edu/community/patients-volunteers-local-citizens/child-advancement-network-can/>

News & Events

<https://ctsi.mcw.edu/news-events/>

Discovery Radio

<https://ctsi.mcw.edu/community/patients-volunteers-local-citizens/discovery-radio/>

Science Cafés

<https://ctsi.mcw.edu/community/patients-volunteers-local-citizens/science-cafe/>



Clinical & Translational Science Institute
of Southeast Wisconsin

Contact us at:
ctsican@mcw.edu

[illegible]