



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. We welcome applications from any organization that serves or reaches Washington State families of children prenatal through age five, even if early learning isn’t your primary focus. We are especially interested in applications that reach families furthest from opportunity, historically marginalized or with a high need for parenting supports. ***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. They stress that parents and caregivers have what it takes to make a positive impact on their children. Materials include, but are not limited to posters, flyers, tip cards, and handouts that you can use to introduce parents, caregivers and community organizations to Vroom. Materials are described starting on page 5. 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 like yours 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 shows you how easy and useful it is, and that you will continue to use Vroom even after you have given out all the materials. We expect to be able to offer materials to about 20 qualifying applicants.

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 their children’s 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 a free app, website, text messages, and print materials. Vroom is fully available in English and Spanish. Printed or printable versions of materials are also available in fifteen 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 programs. It is a great way to engage families. Vroom is best shared directly with families by providers and programs that families 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 development and well-being. The pandemic continues to change the ways parents and caregivers spend time with their children. Vroom has helped families whose lives have been disrupted by the pandemic make the most of their time with their children. There are lots of ways to share Vroom, and its adaptability makes it a great resource during the pandemic and beyond.

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.

Application Process and Applicant Expectations

Applications are due June 11, 2021

Any updates to the application or this process will be shared via Department of Health subscription "Prevention and Community Health: EFC Vroom Brain Building." [Manage Subscriptions](#).

To Apply

Submit your application [online](#) OR complete the attached Word form and send it to marilyn.gisser@doh.wa.gov by June 11, 2021, 11:59 pm.

To be eligible for this opportunity, applicants must

- **Complete the entire application.**
- **Submit your application by June 11, 2021, 11:59 pm.**
- **Expect to be able to share Vroom with at least 50 families of children age 0 through age 5.**
- **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.

Application review process and criteria

Applications will be reviewed for eligibility and scored using the criteria below. Eligible Applications that receive a score of at least 15 points (out of 21) will be offered materials, as long the qualifying applications do not exceed our budget.

If there are more qualifying applications than we have funding to fill awards based on scoring, we will prioritize applicants that have not previously received bulk Vroom materials (valued at over \$100) from the Department of Health.

Expectations of approved applicants

- **Upon approval of application, participate in a call** with Department of Health Vroom staff to review your plans, address questions, and finalize your selection of materials.
- **Participate on a Vroom orientation webinar.**
- **Share Vroom** with families you serve or reach.
- **About 2 to 3 months after receipt of materials**, complete a short follow up survey 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.

Apply HERE by June 11, 2021

Application Scoring Criteria

Scoring for questions 1, 2, and 3. Poor = 1, Fair = 2, Satisfactory = 3, Very Good = 4, Excellent = 5. Scoring for other questions are listed in the table. Maximum score = 25.

Application Questions
1. Purpose. Do the applicant have a clear purpose for applying that advances their goals?
2. Plans. Does the plan seem to be well thought through, reasonable and achievable?
3. Focus population. Did the applicant 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? Yes = 5 No = 0
4. Characteristics of community or population. Description demonstrates knowledge of the population and ability to reach them and history of working with them.
5. Reach. Applicant makes a good case for their reach of: 50 - 150 families = 1; 151 to 400 families = 3; 401 or more families = 5 Otherwise, score should reflect the reach reviewer thinks they have demonstrated.
5. Department of Health provided the applicant with Vroom materials in bulk in the past two years. Not scored. If there are more qualifying applications than we can fill, we will prioritize applicants that we haven't previously provided with Vroom materials.

Approximate Project Timeline – Dates May Change

Mid to late June	<ul style="list-style-type: none">• Notify applicants whether applications are approved• Schedule calls with approved applicants
Late June to early July	<ul style="list-style-type: none">• Calls with approved applicants to review plans, answer questions, and select materials
Late July to early August	<ul style="list-style-type: none">• Materials delivery• Introduction to Vroom webinars
August – October	<ul style="list-style-type: none">• Optional webinars• Follow up survey (about 3 months after materials delivered)

Questions about this opportunity? Contact Marilyn.Gisser@doh.wa.gov

Apply [HERE](#) by June 11, 2021

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.
