



VROOM + WASHINGTON COMMUNITIES
FOR CHILDREN

Newsletter and Social Media Toolkit



Newsletter Content



Drop these pre-written blurbs into your next newsletter!

You Already Have What It Takes

Research shows there is no better time to create a strong foundation for lifelong learning than the first five years of life. It's during this period that the brain develops most rapidly. And the things that matter most for healthy brain development, like talking and playing, don't require more time, money, or stuff. That's why Vroom is here. Learn more about Vroom, try a Vroom tip, or download free resources [here](#).

Connect with Your Little Ones

Being a parent isn't always easy. Luckily, our friends at Vroom have your back! Vroom's printable tip sheets, videos, and other resources are always available to help you connect with your little ones—and engage their brains—in simple and effective ways! Learn more [here](#).

Vroom + WCFC

Washington Communities for Children has an exciting new partnership with Vroom! Vroom believes all parents and caregivers have the potential to create a bright future for their children. Their free, science-based tips and tools help parents and caregivers give children a great start in life today—and an even better future.

Learn more about Vroom, download the Vroom App, or sign up for their free texting service, [here](#)!

Newsletter Content, Cont.

Hello, Brain Builder

Brain building with your child during their first 5 years of life gives them a strong base for lifelong learning. [Vroom](#) uses the science of early learning to help parents boost their child's learning during the time they already spend together.

Additionally, Harvard University's Center on the Developing Child recently shared [Activities for Infants, Toddlers and Children](#) that help encourage brain building through play!

Brain Building Moments

Research shows there is no better time to create a strong foundation for lifelong learning than the first five years of life. That's why Vroom is here. Vroom focuses on what caregivers are already doing and provides science-based tips and tools to inspire families to turn shared, everyday moments into Brain Building Moments. Learn more, [here](#).



Social Media Language



Use the social media content below with any of our pre-made graphics, or pair them with one of your own!

[Click here](#) to access social media graphics, and more!

@Vroom provides science-based tips and tools to inspire families to turn shared, everyday moments into Brain Building Moments.

Learn more: washingtoncfc.org/vroom

Brain building with your child during their first 5 years of life gives them a strong base for lifelong learning. @Vroom uses the science of early learning to help parents boost their child's learning during the time they already spend together.

Additionally, the @Center on the Developing Child at Harvard University recently shared Activities for Infants, Toddlers and Children that help encourage brain building through play!

Download the handouts, here:

https://developingchild.harvard.edu/resources/brainbuildingthroughplay/?fbclid=IwAR3pqooDO-yqPwU6IMEzUVSTq-VLZBxZgQi_OVLZ3sZB9dQYQMe3EG7FZCg

You don't need toys or special events to connect with your little one! @Vroom provides science-based tips and tools to inspire families to turn shared, everyday moments into Brain Building Moments!

Learn more: washingtoncfc.org/vroom

Social Media Language, Cont.

You know your child best, especially when it comes to supporting their mental health! Add the @Vroom tip below to your tool belt for helping your little one calm down in times of stress.

Vroom Tip: Help your child learn to breathe deeply when feeling upset. Have them close their eyes and put their hand on their belly to feel it go out when they breathe in. When breathing out, their belly moves in. Remind them to use Belly Breathing to help them calm down.

Brainy Background: When you ask your child to focus on their breathing when they feel upset, you help them practice self-control. They also learn to manage emotions in hard situations. This ability continues to develop throughout life and supports your child in solving problems on their own.

Every time we connect with young children, it's not just their eyes that light up—it's their brains, too. @Vroom makes it easy to connect with the little ones in your life by providing Brain Building Vroom Tips for life's everyday moments! Learn more, here: <https://www.washingtoncfc.org/vroom>



Social Media Graphics



[Click here](#) to access and download the graphics below, plus more! Check back often as we are always adding new content.



This toolkit was created by Washington Communities for Children, the Washington State Anchor Partner for Vroom.



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for CHILDREN