

Introduction

Advances in neuroscience confirm what many of us have long known: The first five years of life are critically important to children's future learning and success. Every time we connect with young children, 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 all 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—an initiative that empowers parents to promote brain development during the time it matters most.

By turning routine, shared moments into brain building moments, Vroom makes it easy for parents to have a positive impact on their children's brain development. Whether it's mealtime, bathtime, or anytime in between, there are always ways to nurture our children's growing minds.

Our goal is to support parents throughout their daily journey with affirming, reinforcing messages and tips that inspire interactions between parents and children. Every Vroom message promotes the notion that the human brain doesn't come fully wired. Instead, it's built over time by daily moments of interaction. Vroom capitalizes on these shared moments by delivering a brain building tip that layers onto what parents are already doing. Vroom requires no additional money or materials, just the time that parents already have, deepening existing routines to be brain building. Over time and through working with communities, national systems, and partnerships, we will create a culture shift where every parent or caregiver of a young child sees themselves as a brain builder.

Brain Science

Science is at the heart of Vroom. Leaders in neuroscience, psychology, behavioral economics, parenting, and early childhood development make up our brain trust—and their remarkable work informs all we do.

We've learned that in these early years, children's brains form more than 700 new neural connections per second. While genes make up the brain's blueprint, positive early experiences with adults create the foundation for all future learning.

The content across all Vroom materials is designed to promote language development, executive function skills, and "serve and return" interactions between children and the adults in their lives—the kinds of interactions we know are essential for building brain architecture. For example, we maintain a growing library of over 1,000 fun, easy, brain building tips, each paired with an explanation or "Brainy Background" that offers the scientific research behind the tip.

Core Principles

Our research shows that parents want to know early brain science and value accessible information and tools to boost their confidence and skills. Through months of field research—talking to families, who are the experts on their own lives—we've developed the following principles to guide all aspects of our work:

Be positive and empowering

The message of Vroom is non-judgmental and reminds parents that they already have what it takes to be brain builders. By showing parents the benefits of what they are doing right, Vroom promotes more frequent interactions that boost a child's brain development.

Aim for attainability

Vroom is achievable within the reality of parents' busy lives and doesn't require extra time or money. It takes the science and makes it actionable during everyday routines like bathtime or mealtime.

Lead with the science

Vroom is grounded in research that's easy to understand, easy to apply, and motivating. It explains not just what to do but "why"—and the "why" matters!

Meet parents where they are

Vroom is shared by trusted people directly in homes, neighborhoods, and other settings that are part of a family's daily life. The Vroom message celebrates the powerful traits that unite all parents—a sense of pride and resourcefulness to provide the best start in life for their children—while being flexible and adaptable to meet the unique needs of different groups and communities.

Approach

No matter their background or socio-economic status, all parents want to be good parents. Vroom highlights the payoff for what parents are doing right, and encourages more of it.

The Vroom approach activates the trusted people and networks that surround parents—from early learning providers to community agencies—and the products they already use, like diapers, food packaging, and baby products. The Bezos Family Foundation is forging relationships with communities, national organizations, and systems to adopt the messages and integrate the tools into their work with families. Consumer brands, national partnerships, and technology allow Vroom to reach scale, while backbone organizations and coalitions with cross-sector approaches anchor Vroom in communities. Every channel offers unique opportunities to advance early childhood outcomes by delivering actionable, brain building messages in ways that integrate into daily life. Over time, Vroom will help catalyze the adoption of a common language around brain development across geographic boundaries, agencies, and organizations, with the ultimate goal that every parent sees themselves as a brain builder.

Communities

Vroom is taking root in communities across the country. These communities are galvanizing support from multiple sectors including early childhood, social services, health care, faith, business, and others.



Organizations and systems

Through working with national non-profits and systems, Vroom reaches parents far beyond the borders of Vroom communities.



Brands, media, and ambassadors

To reinforce Vroom messages during routine, everyday activities, we are co-designing integrations with brands that parents use in the home every day; media companies that serve as the go-to for information and entertainment; and retailers whose in-store experience can be transformed to spark brain building while running errands.

By fueling a sustained presence throughout the daily journey of a parent, in and out of the home, we will create national reach—and magnify the impact of our community and organization partners.



Tools & Resources

Vroom content, including tips and “Brainy Backgrounds,” are delivered through a suite of materials and tools. These tools are designed to be owned and adapted by others, to be layered onto existing programs, and to leverage trusted relationships. Most are readily available in English and Spanish: They can be downloaded for free, reproduced inexpensively, or purchased at-cost from our Vroom Store. Our goal is to enable anyone to activate Vroom and use the tools!

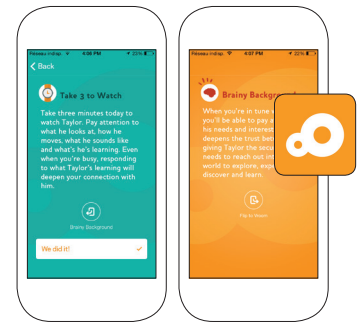


Vroom Tip Cards

The Vroom Tip Cards offer fun, simple, brain building activities for engaging newborn children to age five. Each tip includes a Brainy Background, explaining how the interaction supports brain development. This key ring set offers a snapshot of the 1,000+ tips in our growing library.

Daily Vroom App

The free, downloadable Daily Vroom app delivers a new Vroom Tip each day to parents and caregivers, personalized for their child or children. Vroom Tips are also accessible on-the-go, allowing users to pick a Vroom Tip based on location or activity. Users earn badges, level up, and unlock new features with repeated and continued use. Daily Vroom is available on Android, iOS, and Fire Phones.



Brain Building Basics

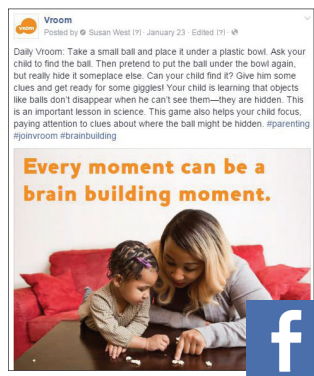
The Brain Building Basics (Look, Follow, Chat, Take Turns, and Stretch) are a distillation of the science behind Vroom. They turn the science into actionable ways for parents and caregivers to interact with their children.

Brain Story

This illustration tells the story of brain development and how parents and caregivers play a key role in shaping their child's foundation for future learning.

Vroom Videos

Video is a powerful way to share messages and model behavior. We've developed a collection of videos that convey the central validating message of Vroom—that all parents have what it takes to be a brain builder—and show Vroom Tips in action.



Vroom Digital

joinvroom.org serves as a portal for everyone involved in Vroom to learn about the science and access the free tools and materials, including the Vroom Playbook with ideas for activating Vroom in your community. Our social media channels build community among parents, caregivers, and local organizations. Parents can also submit their own tips and Vroom will add the Brainy Background before sharing it on our mobile app and other digital channels.