Vroom Decals: Turning Your Museum Into A Brain-Building Building

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Children are born with tremendous potential.

In the first five years, trillions of neural connections are made—forming the foundation for future learning.
“Parenting books and classes are designed for people who have perfect lives and perfect kids.”

Marsha, 45
“We were really poor, we didn’t even have a car. But my mom would spend all her time with us. She made a bowling alley with paper towel rolls as pins”

Etonde, 23
“When you've been living in poverty, you're very reluctant to ask for help, because it's another piece of shame in your bucket.”

– Sabena Vaughan, Vroom Parent
Any moment can be a brain-building moment
In the Real World

When you're out and about, point out things that you and Emilio have read about in books or seen in his favorite show.

For example, "That backpack looks like the one Dora wears!" or "That train makes sounds like Thomas the Train!"

Show how you're teaching your child

We Did It!

OUT AND ABOUT

Hi—it's Jesse at Vroom. While cleaning, give NAME a soapy sponge & a large container with a little water to wash safe kitchen items like spoons. Text WASH

Make lots of bubbles together. When you're finished, say, "Bye-bye bubbles!" & give your child some water to rinse the bubbles away. Text NEXT

You are helping them make connections between cause and effect - water & soap make bubbles. Everyday experiments like this development math & science ideas.

TRY SAYING

"tell Vroom to give me a Vroom for my two-year-old."

ABOUT THIS SKILL

Science shows that our brains develop most rapidly during the first five years of life. When a parent or caregiver says "Alexa, open Vroom," everyday moments become brain building activities. Vroom helps nurture your children's growing minds during these formative years!
Community Outreach
In communities across the country, posters, postcards and other materials encourage parents to download the app. These assets are also available free to download online.

Branded Partnerships
CPG partners like Goya include brain-building tips and activities on several products. Goya is also featuring Vroom recipes on its website.

Marketing Campaigns
Physical and digital advertising campaigns have helped communities increase excitement and generate brand awareness!
Sampling of Vroom Materials

Posters and Cards
Decals and Prompts
Tip Card Sets
Sarah Brenkert, M.S.Ed. │ Senior Director of Education and Evaluation
The Children’s Museum of Denver at Marsico Campus
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The Children’s Museum of Denver at Marsico Campus

- Denver, Colorado
- Serving children 0-8 and their grown-ups
- 560,000+ visitors annually
- Mind in the Making, Bezos Family Foundation and Vroom – launched 2015
Integrating Vroom at the Children's Museum
Go with the flow of the visit.

The first 5 years are when your child's brain develops the fastest. Look out for brain building tips throughout the Museum!
Focus on the everyday
Prompts for quick & playful action
Vroom family events: Vroom stations
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Evaluation of graphics installation

Evaluation Questions

➢ How often do parents and caregivers notice Vroom graphics/signage installation in the Museum? Are there some signs that get noticed more frequently?

➢ Are there some signs that inspire action more effectively?

➢ What, if anything, do parents and caregivers do as a result of Vroom signs in the Museum?

➢ What barriers/obstacles prevent parents and caregivers from acting on Vroom tips in the Museum?

➢ What, if anything, do parents and caregivers plan to do later after seeing the signs?
Evaluation of graphics installation

**Respondent Characteristics**
- Age: 74% identified as between 25-44 years of age
- Gender: 71% female, 29% male
- Education: 41% did not have college degree; 59% college graduate or >
- Group composition: 35% had 1 child with them, 45% 2 children; 21% 3+
- Child ages: ranged from 0-12, with 51% of children age 5 or younger
- Race/ethnicity: 54% white, 26% Hispanic, 6% Black, 8% Multiple ethnicities
- Household Income: 53% earning < $75K annually

**Graphics Visitation**
- Rate of noticing: 85% of respondents noticed at least one Vroom sign
- Attention Grabbers: Most frequently noticed sign placements were Weather Outside (37%), Lockers (34%), Restroom Mirrors (40%)
- Nice to meet you: The majority of parents had NOT heard of Vroom before but saw it at the Museum during their visit.
  - Out of the 9 respondents who had heard of Vroom prior to their visit that day, 7 first learned about Vroom from the Museum on a previous visit.

**Meaning Making**
- Just a reminder: More than one-half agreed or strongly agreed that a Vroom tip or sign provided a nudge to engage with their children.
- Confidence boost: More than one-half agreed or strongly agreed that a Vroom tip or sign gave them confidence that they could support their children’s brain development.
- Hmmm... One-third stated they had not heard of Vroom before and did not see it at the Museum, suggesting some who saw the signs did not make the connection with Vroom.

**Parents Taking Action**
- Moved to action: 34% of adults who noticed the Vroom graphics acted upon at least one of the tips and used it to engage with their child.
- Biggest hits: Signs with the highest rate of action were Weather Outside (32% of those who saw it), Restroom Mirrors (40%) and Staircase Numbers (32%)
- Going forward: 18 respondents (22% of those who noticed the signs) stated they would do something new or different with their child as a result of seeing Vroom messages at the Museum.
Interactive Family Learning in Support of Early Brain Development
Oregon Museum of Science and Industry

Cecilia Nguyen, Senior Exhibit Developer
Early Childhood Education Strategic Initiative 2016–2020

Science Playground & Discovery Lab
- Ages 0–6
- Complete remodel FY20

Curium
- Ages 4–8
- Completed recently
Project overview

Project deliverables
- Bilingual English/Spanish 1,500 ft² traveling exhibition in 2021
- Educational programs & materials

Focus audience
- Adult caregivers of young children (ages 0-5) and their families, especially Latino audiences
Inspiration

OMSI projects
- Busytown
- Animal Secrets
- Play Labs
Inspiration

- Wonder Years
- Your Brain
- Vroom
THE BIG CHALLENGE

Create an exhibit is aimed at adult caregivers

AND

engages families with young children

AND

is competitive in the market for traveling exhibitions for children’s museums.
Our journey

Iterative design and development
Sprint 1: Brand testing

Lo que podrás ver

¡Bienvenido!
Ven y sumerge a tu familia en el mundo maravilloso del juego! Aprovecha la magia del desarrollo cerebral a través del juego y conexión. Encontrarás juegos científicos y divertidos para el cerebro, rompecabezas, y otras actividades. Incluso, te ponemos una fiesta para bailar!
Sprint 1: Brand testing
Sprint 2: Developing activities
Formative Evaluation: Shop prototypes

Brain book

Lights are eye-catching & dynamic, showing clear activity in the child’s brain. (Updated: Also try adding some indication on the parent’s learning/emotion.)

LED lighting to show connection with child’s brain as pages are turned.
We’re excited for . . .

- Possible ways to support national dissemination of Vroom resources

- Possible use of licensed Vroom content in exhibition
Thank you
Brain building moments are all around us
"I want to add my logo and CTA to existing Vroom Content and Vroom Materials – using unchanged Vroom designs."

This simplest form of adding your logo and CTA to Vroom Materials.

"I want to use Vroom Content within my own brand identity."

Integrating the Vroom Content into your brand’s materials and design.

"I want to adapt the Vroom Content into a new language or application."

Rewrite and redesign.

Note: These are very specific cases, which require additional licensing and approval usually reserved for international application.

*Vroom*+
Use Vroom Templates

*Powered by Vroom*
Review the following pages and download the logo

*Inspired by Vroom*
Please contact our team at hello@vroom.org
Hey Brain Builder,
You already have what it takes!

Science tells us that our children’s first 5 years are when they develop the foundation for all future learning. Every time we connect with them, it’s not just their eyes that light up—it’s their brains too. In those moments, half a million neurons fire at once, taking in everything we say and do.

That’s why Vroom is here.
Vroom turns shared moments into
Brain Building Moments™.

Whether it’s mealtime, bathtime, or anytime in between, there are always ways to nurture our children’s growing minds.

There are so many ways YOU can be a brain builder.

Just look for:

Texture Tryout
Ages 2-3

Experiment using safe textures on your child’s skin. Ask: “Do you feel the fluffy pillow? How does it feel?” Wait for them to respond. Talk about what you are feeling, too. “My scarf feels smooth.”
How to Get Vroom Decals

• Complete registration form at www.childrensmuseums.org/vroom
• We will send you a pre-printed starter kit of 72 decals
  • Includes English, Spanish, and some mirror designs
  • Only has the Vroom logo
  • If you want to co-brand, we can send you the decal files, and you can add your logo and print the decals yourself
How to Get More Vroom Decals

• There are 195 total decal designs, divided into 15 more sets
• On the registration form, you can indicate which of these sets you would also like to have (available to browse on the website)
• We will send you the decal files free of charge, and you can print them
• For smaller museums (annual operating budget of less than $250,000 or just one full-time employee), we have funds to offer a $500 grant that would help defray costs of printing these extra decals
• If your museum is already working in your community with other partners around early childhood development and brain science, or is very interested in doing so, there may be opportunities to more closely partner with Vroom and specially design decals
What Happened to My Previous Registration?

- We have it!
- We have been fine-tuning the operational process, so I will be reaching out to you to get you your starter kit and finding out what additional decals you might want, if any
- We will also determine if your registration meets the guidelines for who gets the $500 grant
  - The guidelines have not changed, but hopefully we’re able to help more museums by providing pre-printed decals
- Sincere apologies for the delay!
Upcoming Support Resources

- Groupsite
- Webinars (June 18!)
- Communication kit
- Quarterly reporting and feedback