

# Hello, Brain Builder!

A baby is born ready to learn with billions of neurons waiting to be connected. Even before they can talk, they are looking, listening, and relating to you. Being a brain-builder now gets them ready for school, friends, and life.



## Brain Building 101

### Nurture Future Potential

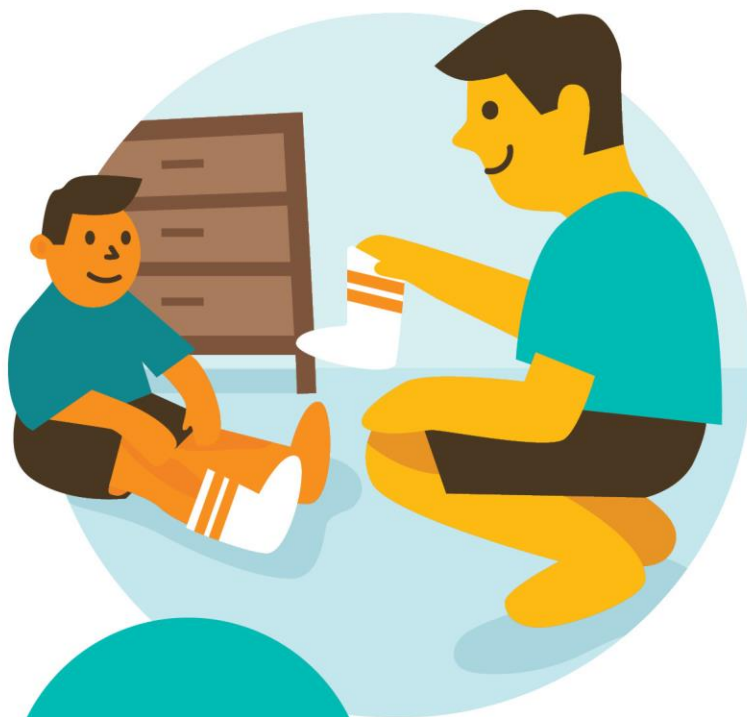
Positive, supportive experiences with adults help your child's brain grow strong and flexible. It's ideal to brain-build from birth, but it's never too late to start.

### Communicating is Key

Back-and-forth moments with you build your child's brain. You're shaping a growing mind and helping their learning, health, and behavior both now and in the future.

### You Are a Brain Builder

We know you are busy. That's why we created the Vroom Brain Building Basics™ — Look, Follow, Chat, Take Turns, and Stretch. These tools help you build your child's life skills like focus, self-control, problem-solving, and taking on challenges.



Turn everyday  
moments into  
Brain Building  
Moments™.

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# Brain Building Basics™

We've made the science of early learning simple! Remember these 5 easy ways to help build your child's brain anytime.

## Look

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



## Follow

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



BA BA BA

## Chat

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



## 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!



## 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!



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