

The 12
DAYS
OF
VROOM™

DAY 1



It's All New

0-12 Months

VROOM TIP: Almost everything is new to your child in their first year. So describe what you see. "There goes the yellow school bus. Beep beep!" Let them see, hear, smell, and even touch things, if possible. Notice what they're interested in and have a back-and-forth chat. "You see the big tree? What else do you see?"

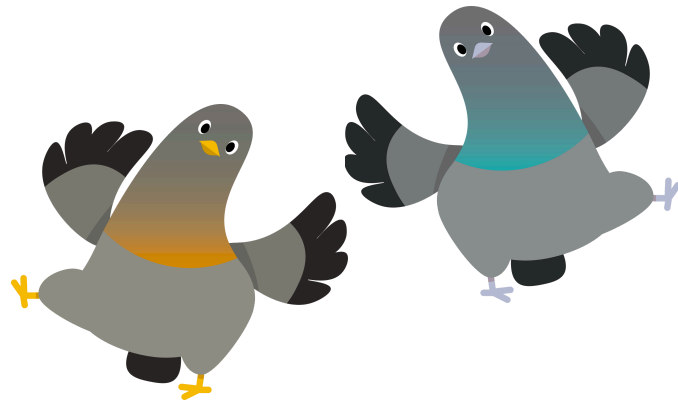
BRAINY BACKGROUND: When you chat back-and-forth with your child, you help them begin to learn words. They're making connections between words and what they represent. This is an important language skill. By responding to their interests, you're prompting them to learn more.

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DAY 2





Mail Time

2 - 3 years

VROOM TIP: Talk to your child about getting mail and what it means. Then write them a note or give them a piece of junk mail or store flyer and say, "Mail Time!" After they look at it, take turns talking about the letters, pictures, colors, and designs.



BRAINY BACKGROUND: This game sets the stage for a back-and-forth conversation. As you talk about mail, your child's vocabulary grows. As you point at the letters, they begin to understand that the lines on paper stand for sounds, words, and objects. This is a big step in becoming a reader.



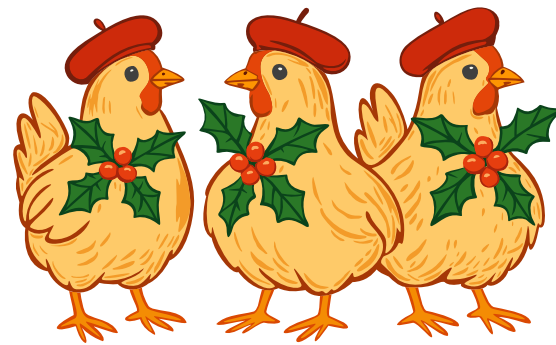
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DAY 3


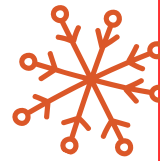


Home Shopping


3-5 Years



VROOM TIP: Encourage your child to set up a store at home using items from around the house. Once the shelves are stocked, they can pretend to go shopping. Help them make a shopping list and find a bag or basket. You can be the cashier. Talk with them about what they're shopping for. Then switch. You can shop, and they can be the cashier.



BRAINY BACKGROUND: Pretending is a fun way for your child to make sense of their experiences. They are using memory to use what they already know about shopping to pretend with you. Plus, they're thinking flexibly to switch between roles of shopper and cashier.



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DAY 4



0-12 Months

Sightseeing at Home

VROOM TIP: Go sightseeing in your home! Walk with your baby and point out different objects. Describe an item and if safe, let them touch it. Say, "Do you feel the lamp shade? It is rough. Watch what happens when I turn on the light." Pay attention to where they point or look and respond.

BRAINY BACKGROUND: Your child learns by watching and listening to you. When you sightsee at home, you're developing the skill of focus—paying careful attention to details—while also making connections between words and actions. They're learning that what interests them matters!

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DAY 5





Homemade Play


12 Months - 3 Years



VROOM TIP: What can you find in your house to play pretend with your child? Offer them clothes, blankets, empty boxes, or clean and safe kitchen objects to use. Follow their lead and see where it takes you. If you need to, you can give them ideas like, "Should we build a boat or pretend to cook dinner?"



BRAINY BACKGROUND: Playing pretend is a great way for your child to explore ideas and practice language skills. They also get to try on different roles, like being a parent or a baby, and to see the world through other people's eyes. This is an important skill for getting along with others.



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DAY 6





Seasonal Stroll


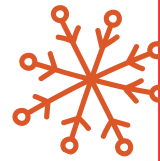
3-5 Years



VROOM TIP: Walking somewhere today? Talk to your child about the seasons. Is it cold or warm? What clues do you see that tell you what season it is? Snow? Flowers? Colorful Leaves?



BRAINY BACKGROUND: Games like these help your child to think like a scientist because they're observing the world around them. Turn it into a conversation, building on what they say and observe.



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DAY 7



What Do We Hear?

0-18 Months

VROOM TIP: When you're out with your child, talk about what you hear. It can be cars, birds, or sirens. Ask your child if they hear the sounds you do. Wait for them to listen. Touch your ears or theirs, or point to where the sound is. Then name another sound and wait for them to respond. Repeat what they do. Take turns being the leader.

BRAINY BACKGROUND: When your child hears words and other sounds, they're making connections in their brain; these connections will help them with talking and reading in the future. When you listen and respond to them, their brain is activated and engaged in learning.

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DAY 8



Read to Me

12 months - 2 Years

VROOM TIP: Share a picture in a book, magazine, or news article with your child. Be sure to point at what you're looking at and chat about it. For example, "Look at the blue shirt the lady is wearing—I have one too!" Or, "This is a picture of diapers, like the ones you wear." Let them pick the next picture and talk about what you see together.

BRAINY BACKGROUND: Around age one or later, babies start to understand that pictures represent real things. As you connect pictures and real things—especially things they know—you help them understand symbols. These chats are a critical step in learning to read later.

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DAY 9



Light Show

3-5 Years

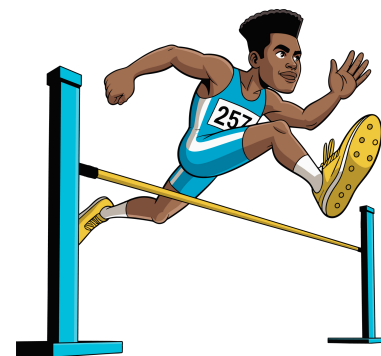
VROOM TIP: Turn playtime into a lightshow with your child. Lift them so they can reach a light switch or stand on a steady chair—stay close to keep them safe. Say "on" or "off" and see if they can flip the switch to match your words. Then let them take a turn calling out directions to you!

BRAINY BACKGROUND: This game teaches your child how one action causes another (cause and effect). When one of you flips the switch, talk about how the lights turn off and on. It's also the chance for them to hear new words like flip and electricity.

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DAY 10



Tummy Drum

0-12 Months

VROOM TIP: When your child is on their back, gently pat their tummy. Sing a favorite song and tap along to the beat on your baby's tummy. Try patting fast and slow. Do they smile or kick? Keep going as long as they seem to be having fun.

BRAINY BACKGROUND: When you share different sounds and sensations with your child, you're introducing them to concepts of math, rhythm, and music. Connecting with them by touching and talking helps them feel safe and taken care of, laying a strong foundation for learning and growth.

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DAY 11



Peekaboo Box

12-18 Months

VROOM TIP: Everyday items make great toys. Give your child an empty box and a spoon. Let them see you put the spoon into the box. Do they watch? Shake the box. Reach in and take the spoon out. Giggle. Now it's their turn. Give them the spoon. What do they do?

BRAINY BACKGROUND: It's a simple game, yet your child is exploring a big idea: Objects and people still exist even when you can't see them. Although it will take until they're around two to really learn this, the practice is fun! Play this game often to build the skill.

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DAY 12



Mini Chef

3-5 Years

VROOM TIP: Have your child help with safe and simple tasks while you are cooking. Mixing or adding an ingredient can be good places to start. As you work, ask them what they think will happen when they stir things together or add something new. Listen to their ideas, then talk together about what you see happening.

BRAINY BACKGROUND: This is real-life science. Guessing about what might happen promotes your child's curiosity. This helps them adopt a lifelong love of learning!

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