



9 VERNON STREET  
FRAMINGHAM, MA 01701

TEL: 508.875.0663  
FAX: 508.875.0244

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**To:** Marty Elquist, Angela Triche, Dolores Hauk, Deborah Loesch-Griffin  
Brad Bauler

**From:** Steve Greeley

**Date:** January 14, 2019

**Re:** Vroom/Mind in the Making Expansion

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Here is a potential approach for Vroom and Mind in the Making partnership building that emerged with the help of input from a December 17, 2018 conference call of organizations that have agreed to take a lead role in this process.

## **Initial Webinar**

### **Target date:**

The target date for an introductory webinar on Vroom and Mind in the Making is February 26 (specific time still to be determined).

### **Purposes:**

1. Introduce Vroom and Mind in the Making.
2. Provide information on the train-the-trainer schedule and process.
3. Alert leaders that we are seeking representatives to be trained in their use and to manage their uptake in individual organizations.

### **Who will issue the invitation?**

Lois Ann Porter, for Grade-Level Reading partners and Marty Elquist for everyone else.

### **Marty's invitees:**

- Members of the ECAC strategic plan subcommittees
- All other ECAC members

- Nevada WIC system, with someone selected to replace Joe Dibble, who has left his position
- Nevada Community Health Worker Association (alerted in advance by Deborah Loesch-Griffin)
- Nevada chapter of the American Academy of Pediatrics (contacted in advance by Deb)
- Nevada Department of Public and Behavioral Health Home Visiting Program (alerted in advance by Deborah Loesch-Griffin)

Lois's invitees:

- Members of the Grade-Level Reading Operations Group, composed of lead partner organizations including Northern Nevada Literacy Council, KNPB-TV, Renown Health System, Children's Health Alliance, Northern Nevada Hopes, Northern Nevada Food Bank, Reno Public Housing Authority, Reno Parks and Recreation.
- Ann Silver, Reno Sparks Chamber and Grade-Level Reading Leadership Group chair

Initial webinar agenda:

- Welcome by Marty and Steve
- Erin Ramsey to do keynote intro, bringing in videos, where appropriate, and covering:
  - The purpose and design of Vroom and Mind in the Making
  - The impact of these programs on families
  - How organizations are incorporating them to assist their own work
  - How Nevada and states are building collaboration to maximize their effectiveness
- Glenda Billingsley will describe what kind of support is available to organizations in using these programs.
- Steve Greeley will ask participants to indicate their willingness to take part in follow-up training and to select participants from their organizations/membership.

## **Follow-up with potential partners**

- If needed, we can provide additional introductory webinars tailored to individual organizations, such as WIC, Head Start, libraries, ROR sites, NV home visiting, community health workers, One Stops, etc.
- The main focus will be to provide face-to-face train-the-trainer sessions. Scheduling them will require a 3-4 month lead time frame due to demands on Glenda Billingsley's time and the need to put in place supporting resources such as promotional materials.
  - Raising Las Vegas did training for 8-10 organizations with reps over two-three days. We'd want to keep training to a maximum of two days.
  - Sunrise could host Southern Nevada training sessions. Northern Nevada partners could participate there too, or the trainers could come to Reno if we can cover travel costs.
  - NOTE: Some partners, like the One Stop centers or public television, may not want comprehensive training because they will only be interested in promoting Vroom. We may need to develop a tailored approach to prepare them for their involvement,

but we will encourage full participation because Mind in the Making provides the scientific basis for Vroom and training in both will likely deepen participants' commitment.

## Measuring impact

- The Bezos Foundation has provided information on how to measure the impact of Vroom and Mind in the Making. We need to review this information and determine the best approach for Nevada.
- We need to incentivize people to report back. The Patterson Foundation model in Sarasota, FL offers a possible approach for determining Vroom impact, based on my interview with them:
  - The Foundation piloted a Vroom rollout, specifically targeting lowest income neighborhood in two counties served by GLR campaign. They partnered with two churches, WIC offices, some Parenting Matters centers, hospitals and primary care providers to get sites to promote Vroom. They wanted to get 25 families to sign up in each site. They gave parents incentives for eight-week use: Parents got \$25 Walmart gift cards every time they completed a survey on Google Docs confirming they'd done so and describing the impact it had. It turned out that 300 families signed up.
  - Parents gave great feedback: 95% said Vroom was helping them build stronger relationships with their children, 97% said it helped them build better parenting skills, and 87% said it resulted in better routines.
  - They then went to a wide rollout. A key was focusing promotion on 1-1 interactions via community fairs, festivals, kindergarten roundups, food pantries, community baby showers, farmers' markets – any physical place where the target audiences could be. They used Vroom as conversations starter, stressing it was free.
  - They were able to track Vroom downloads and use. As soon as promotion backed off, there was a decline in use. This told them that 1-1 interaction made a difference. So they've continued to do that. Since February 2016, Vroom reps have been at 470 different events. They've had 1-1 conversations with 59,000 and a "high level reach" with 150,000 people. The Patterson Foundation staff observed they need to allow parents to feel they're a part of the movement. There are two monthly newsletters (*0-5 Express* and a more general campaign newsletter) to help with this.

## Budget

- Bezos will donate staff time to any webinars we conduct.
- Materials have cost Raising Las Vegas \$50,000. We need to hold a meeting of lead partners to determine an annual budget for supporting Vroom and Mind in the Making statewide.
- Experience from other communities indicates that messaging needs to help parents see themselves as part of a larger movement, in addition to doing well by their children. Are there examples of messaging and promotion we should examine?

- An ideal approach is a sustained community engagement effort with dedicated staffing for focus on high-need, larger-population areas.
  - Sarasota has a 10 person paid Engagement Team, composed of college students, part-time workers and others who devote from 5-20 hours a week. The Patterson Foundation supports them with Google Docs, sending a Doodle with next five events to determine availability for participation in events. They've learned they can't rely on volunteers, but can combine them with paid people in order to make further connections.
- A sustained, systematic and well-supported effort requires a dedicated leader. We have organizations and staff performing this role in Nevada. We should seek funds to support this for the long term.