



# MARYLAND **Essentials** for **Childhood**

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Connecting Science, Policy & People  
So Children Thrive.

# Agenda:

Virtual Entry & CHAT Introductions

Outreach Updates & Resource Sharing

The FrameWorks Institute: Technical Assistance


Let's Talk About Building Resilience Across Maryland

Website Analytics

Grant Funding - Next Steps

# Outreach Updates:

- Outreach to the Local Management Boards (LMBs), Local Care Teams (LCT), Health Departments, and Judy Centers: connecting to available resources
- Expanding database for Maryland EFC: connecting statewide
- Digital Downloads - available resources



**Connections Count**  
Discover the Brain-Building Toolkit, a one-stop location for all of us to get the necessary tools to help children thrive.  
Learn more: [marylandefc.org/growups](http://marylandefc.org/growups)  
Scan to learn more.

**You have what it takes to help children thrive!**  
Be a brain-builder and add learning in real-time, anytime, anywhere, and anytime with Vroom Tips™.  
See for yourself! Try Vroom Tips: [marylandefc.org/vroom](http://marylandefc.org/vroom)  
Scan to learn more.

**Request Digital Tools**  
Get a downloadable digital file that you can use to inform grown-ups about the Brain-Building Toolkit and Vroom

[Email Us](#)



## Brain-Building Toolkit Webinar - June 10



# Vroom Resources:



## Vroom in Maryland

Vroom Tips™ make brain science simple. Three core principles guide the tips, and they're the same ones that guide the science behind our [Brain-Building Toolkit](#). That's why Maryland Essentials for Childhood collaborated with Vroom to bring these resources to Maryland.

The three core principles are:

1. Positive Adult-Child Relationships
2. Back and Forth Interaction - what we like to call "serve and return"
3. Life Skills that Promote Executive Function

We all can help children thrive, one moment, one connection at a time!

## Vroom is for Everyone

Get printable Tip sheets for grown-ups, educators, and community groups.  
Print these out and spend a few minutes a day helping a child's brain grow strong.



### Grown-Ups

If you care or support a child ages 0-5, these tips are perfect for you!



### Educators

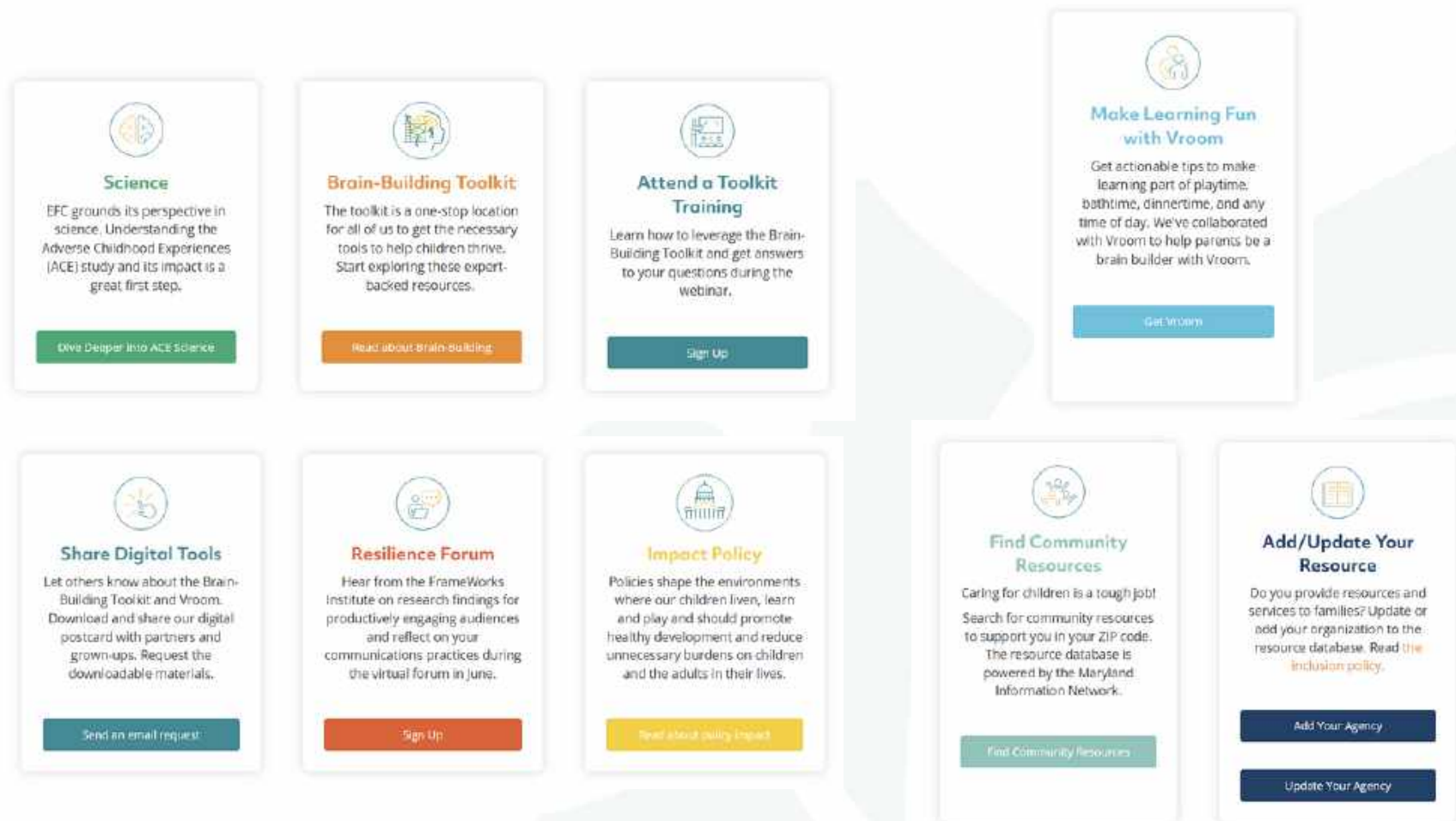
Use the tools for curriculum-building or handouts for parents and caregivers.



### Community Groups

Encourage parents to use the tools, and provide handouts for parents and caregivers.

# Take Action:



[marylandefc.org/get-involved/](https://marylandefc.org/get-involved/)



Frameworks Institute has been a partner with us in this work:

- Website Framing
- Technical Assistance
- Resource Sharing



Partner Organization Experience:  
Alex Fizz, Infant Mental Health Alliance MD / DC



## Let's Talk About Building Resilience Across Maryland

Join us for a virtual forum event, to discuss evidence-based strategies for productively shifting the public conversation on community resilience.

We will hear research findings from the FrameWorks Institute on why communicating about resilience is often difficult, and where common tactics for engaging productively with new audiences tend to fall flat. Participants will be invited to reflect on their own communications practices, share experiences, and ask questions, and will leave with a set of empirically tested framing tools for navigating the cultural landscape.

**Thursday, June 12 | 1-2 p.m. ET | Virtual**

REGISTER NOW



**Jenn Strathman**  
Consultant,  
Maryland Information Network



Connecting Science, Policy & People  
So Children Thrive.

Maryland Information Network has been a partner with us in this work:

- Website Enhancements & Updates
- Statewide Resource Database
- Project Management



Website Reach: What's Working & Best Practices:  
Jenn Strathman, Consultant with Maryland Information Network



MARYLAND  
**Essentials**  
for **Childhood**

[illegible]

# Ad Campaign: Drive Traffic

 **Maryland Department of Health** · April 25 · 🌐

Discover tools that you can use to help support strong, healthy brains—and a stronger Maryland.



**Get the Brain-Building Toolkit**

Learn How to Make a Connection

[Learn more](#)



**Get the Brain-Building Toolkit**

Science-Backed Actions and Resources.

[Learn more](#)



**Get the Brain-Building Toolkit**

Brain-Building

[Learn more](#)

 **Maryland Department of Health** · May 14 at 11:26 AM · 🌐

Turn everyday moments into brain-boosting fun. Get Vroom Tips™ for playtime, bedtime, bathtime, or naptime.



**vr00m**

**Ages 0-5**

**Be a Brain Builder with Vroom!**

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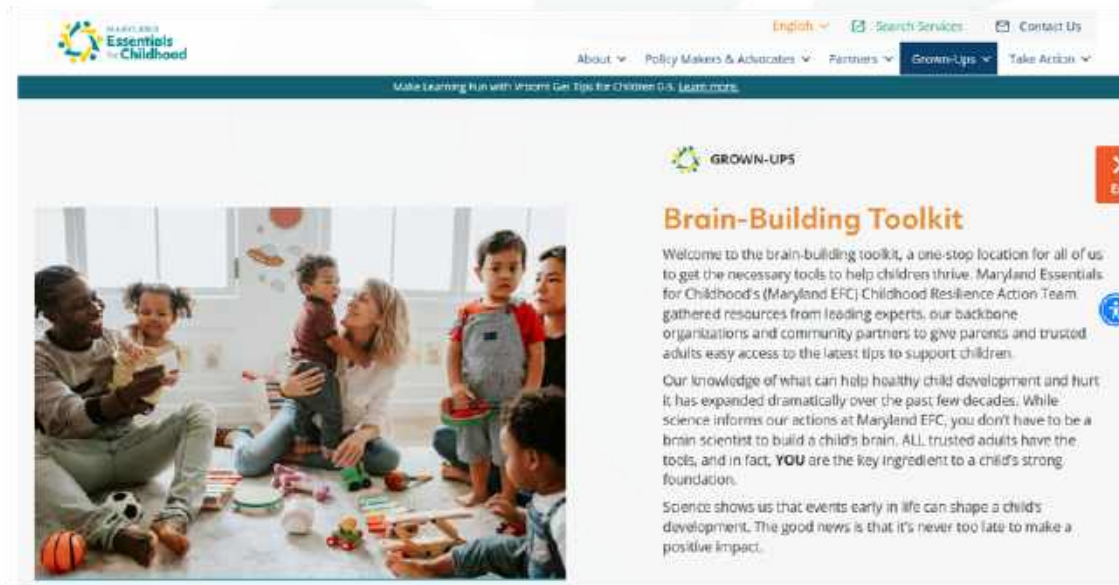
**vr00m**

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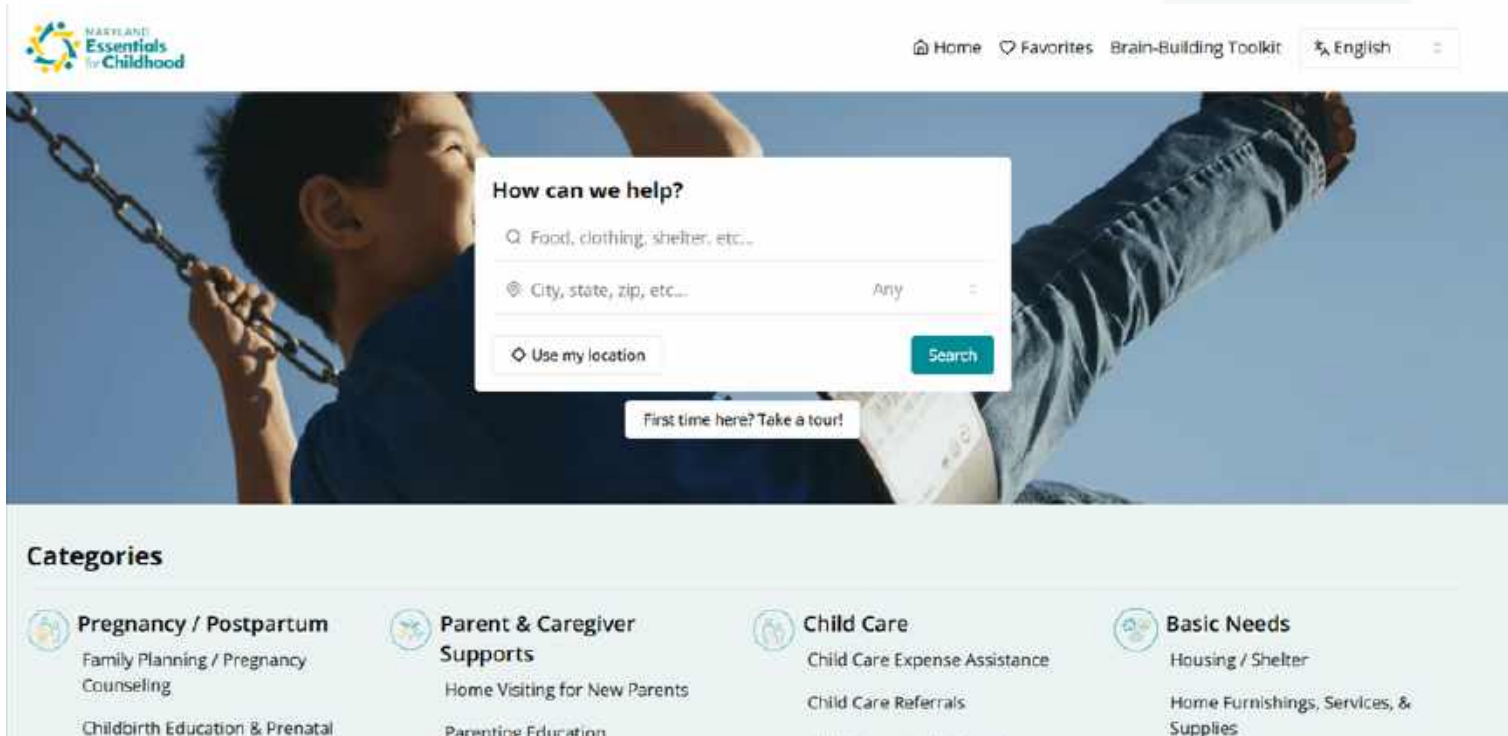
**Be a Brain Builder with Vroom!**


# Top Pages (Since January 2025)

- Brain-Building Toolkit
- Home
- Vroom
- Early Years (Brain-Building Toolkit)
- Get Involved



# Statewide Resource Database



 Home Favorites Brain-Building Toolkit English

**How can we help?**





Food, clothing, shelter, etc...

City, state, zip, etc... Any

Use my location Search

First time here? Take a tour!

**Categories**

-  **Pregnancy / Postpartum**
  - Family Planning / Pregnancy Counseling
  - Childbirth Education & Prenatal
-  **Parent & Caregiver Supports**
  - Home Visiting for New Parents
  - Parenting Education
-  **Child Care**
  - Child Care Expense Assistance
  - Child Care Referrals
-  **Basic Needs**
  - Housing / Shelter
  - Home Furnishings, Services, & Supplies

# Take Action Page



## Science

EFC grounds its perspective in science. Understanding the Adverse Childhood Experiences (ACE) study and its impact is a great first step.

[Dive Deeper into ACE Science](#)



## Brain-Building Toolkit

The toolkit is a one-stop location for all of us to get the necessary tools to help children thrive. Start exploring these expert-backed resources.

[Read about Brain-Building](#)



## Attend a Toolkit Training

Learn how to leverage the Brain-Building Toolkit and get answers to your questions during the webinar.

[Sign Up](#)

# Our Work Continues:

Future Funding

Strategic Planning

Maintaining MarylandEFC.org

Updating & Promoting the Brain Building Toolkit & Search Database

Partner Updates

Next Steps and Adjourn



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