

NANNY MAGAZINE

WINTER 2020

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FROM DAYCARE TO NANNY CARE

HOW TO SUCCESSFULLY MAKE THE CHANGE

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EDITOR'S NOTE

Michelle LaRowe

Welcome to the Winter Issue of *Nanny Magazine*. I hope this issue finds you healthy, safe, and full of hope as we prepare to say goodbye to 2020 and welcome to 2021.

So much has changed this year globally, locally, and personally for nannies everywhere.

Financial hardships, loss of family members and friends, changes in jobs, unexpected layoffs and terminations, and heartbreaking goodbyes have impacted those in our industry and beyond.

Mental health and addiction has impacted families across the globe and our health care systems are drained trying to care for those affected by the pandemic.

In this issue, we've brought in experts to provide nanny specific content and resources on topics changing career paths to working with families who may be dealing with abuse or addiction, which statistics show are surging during the pandemic. We've also featured those who are bringing hope to nannies most impacted in our community through organizations like The Nanny Relief Fund.

It is often said, "We are all in the storm, but in different boats." It is my hope that whatever boat you are in, you are surrounded by a supportive community who are sharing the burdens of the storm alongside you.



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Visit NannyMag.com to learn how to get published.

The views, opinions, and content expressed in this publication are those of the authors and do not necessarily reflect the views of *Nanny Magazine*.

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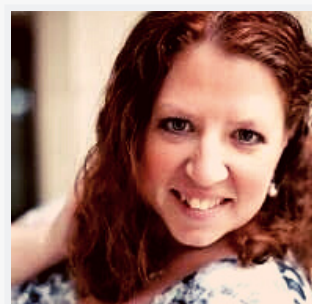
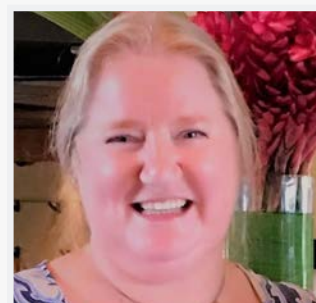
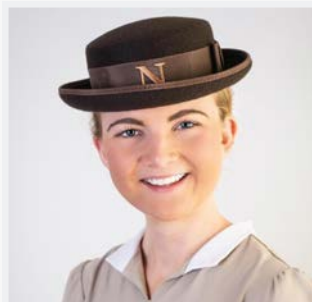
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WHAT READERS ARE SAYING

What a fantastic resource for nannies! I am so excited to share Nanny Magazine with other nannies in my network!

—Sarah, Nanny Subscriber

What a great educational tool for nannies. I'd love to share the link with my nannies in our next newsletter.

—Lindsey, Agency Owner

INDUSTRY NEWS

Nanny Relief Fund was launched in April 2020 when the COVID-19 epidemic amplified the many inequities in the world of domestic employees, and the lack of protections and support accessible to nannies. To donate, apply for relief, or to learn more, visit nannyrelieffund.org.



INTRODUCING THE NANNY HISTORY PROJECT



Veteran nannies and several International Nanny Association (INA) Nanny of the Year (NOTY) award recipients have come together to create The Nanny History Project. This project's goal is to protect and nurture the history of the nanny industry and individual nanny experiences. It is a history lesson of sorts, chronicling the rise of the nanny profession as we know it today. While we know the history of nannies goes back hundreds of years, our focus will be on the past fifty years specifically.

These experienced nannies, industry organizations, support groups, prior NOTY award recipients, and social media groups provide honest, heartfelt testimonials of how we, the nanny industry, got to where we are today. The charter members of this project began their nanny careers in the '70s, '80s, '90s, and 2000s. Some members have retired from their nanny career, some have had unique nanny/family situations, and others have gone on to specialize within the profession: Newborn Care Specialist (NCS), Household Managers, Family Assistants, Homeschool Teachers, Business Owners, and Traveling Nannies, just to name a few.

Each nanny has had a unique life and professional experience, and Nanny Magazine is honored and excited to be a part of this groundbreaking project. We're looking forward to showcasing their stories in future articles. Look for project updates and articles on a wide variety of industry-related issues and topics in future issues!

CHRONICLES OF NANNYA

Chronicles of Nannya is a resource podcast meant to help connect and inspire nannies from around the world produced by Martha Tyler.

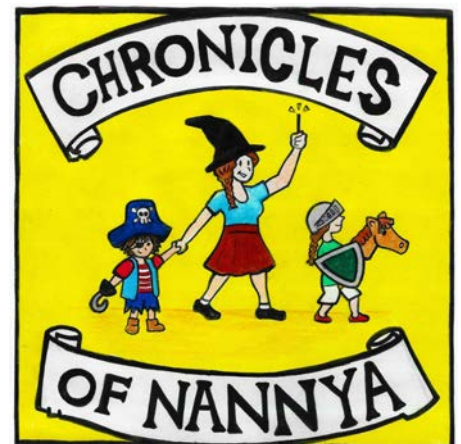
Martha Tyler has been a nanny and teaching artist in the Chicago area for over eight years.

She loves working with children and is both grateful and excited to blend her love of theater and education into her day job. Martha has her Masters in Education from the University of Tennessee, and, after a brief stint in formal education, discovered nannying young children to be her passion! She is currently studying to become a family counselor at Northeastern Illinois University to continue her love of helping families provide care for their littlest members.

She loves finding new activities and adventures to engage children as they develop, and she has now created a new podcast to share her ideas with other nannies.

Look for a People Profile on Martha in our next issue and keep your eyes out for a Chronicles of Nannya podcast where Michelle LaRowe made a guest appearance to talk all about *Nanny Magazine*.

To learn more and to listen in, visit www.chroniclesofnannya.com.



EXPERT TIPS

HELPING CHILDREN IN FAMILIES AFFECTED BY ADDICTION

By Sue Bright



SUE BRIGHT

Sue Bright is the Executive Director of New Directions for Women, an addiction treatment center for women of all ages in Southern California. With more than 30 years of experience in the behavioral healthcare field, she specializes in intake, quality improvement, and working collaboratively with HR professionals, EAPs, and unions. Please visit www.newdirectionsforwomen.org for more information.

Close to 30 million children are born to alcoholic parents (according to the National Association for Children of Alcoholics (NACoA)). The coronavirus pandemic has coincided with the ongoing addiction epidemic, causing an explosion in alcohol and drug use.

It's no wonder given that financial stressors, changes at home and work, worries about aging family members, and isolation are known to cause behavioral health issues. Many parents also have the increased burden of homeschooling children while working from home.

Nannies play such an important role in the growth and development of our nation's children. As parents return to work, childcare providers may start to suspect a child is being impacted by a parent's substance use disorder that developed or re-occurred during the pandemic. Children of addicted adults are often discouraged from talking with other grownups about the problems they're experiencing. So, what can nannies do to support the children they work with?

Be aware of common warning signs for children in a family struggling with addiction.

A family environment where addiction is present tends to have a lack of rules and structure. Developmentally, children often start to feel like they are responsible for their parent's addiction and may express guilt or shame for things they have no control over, such as the family's finances.

Older children may present as rigid, fearful, emotionally shut-down, or detached from their loved ones. They may be withdrawn and shy, or they may be the opposite - explosive and violent. You might notice budding perfectionism, hoarding, or wanting to isolate alone in their room. Young children may exhibit symptoms such as bed-wetting, separation anxiety, constant nightmares, or becoming very upset without a specific reason.

Create a structured consistent schedule for the child during your time together.

Because the addicted family system is so chaotic and unpredictable, it can make a huge difference when caretakers instill a sense of structure. Routine is important in a child's life because it helps them develop security and trust which can help prepare them for life ahead.

Nannies can instill stability by being on time every day, getting into the habit of watching a favorite TV or online program together at the same time, and maintaining a schedule for mealtimes, art, play, and other activities.

Provide a variety of activities to see what sparks interest and joy.

Children of parents struggling with addiction often have problems letting themselves go and enjoying the moment. Childcare providers must be mindful to respond with patience and allow the child to take the lead.

Some suggested activities are nature projects, dancing to an age-appropriate music video, reading and writing poetry, or introducing a safe, trained pet (with permission from the parents). Any activity that can nurture children in expressing themselves and developing healthy personalities is helpful.

Educate yourself on the disease of substance use disorder.

There are lots of free resources available to loved ones of alcoholics and addicts. Al-Anon is a "worldwide fellowship that offers a program of recovery for the families and friends of alcoholics, whether they recognize the problem or not." Alateen is part of the fellowship designed for teens and younger people.

Some addiction treatment programs, including New Directions for Women, offer free family support groups for people struggling with a loved one's addiction. Through participation and education, you can learn about healthy boundaries and share appropriate advice. For example, if a child openly shares about their parent's drinking and their anger or sadness about it, it would be appropriate to share that the parent has a kind of illness that makes them act that way, but that doesn't take away from the love they have for them.

Children need to hear their parents are NOT bad people, they're just sick. You can tell them that they are not responsible for controlling their parents' drinking. Let them know they are not alone, and provide a safe space to talk about their family life without judgment. NACoC provides many child-appropriate resources on their website, including the 7 C's:

- I didn't *cause* it.
- I can't *cure* it.
- I can't *control* it.
- I can *care* for myself
- By *communicating* my feelings,
- Making healthy *choices*, and
- By *celebrating* myself.

Share the behaviors you've noticed with a supportive family member.

Sadly, addiction is a disease of denial, and the parent(s) may not be ready for addiction treatment or other interventions. If the substance use issue is present in just one parent, privately share with the other parent about the behavioral or physical warning signs you've noticed. There are local addiction treatment organizations and specialists who can help with intervention

planning, treatment, and/or family therapy. Chances are the parent has also noticed the family warning signs and may just need a caring nudge to take action.

If the child has also confided in a teacher, an older sibling, or grandparent about what's happening at home, encourage them to continue doing so because keeping it a secret always stymies the healing process.

Please note: In most states, a nanny is legally a Mandatory Reporter. That is, they must report abuse or suspected abuse with no fear of legal liability.

As an addiction treatment provider serving women, women with their dependent children, and pregnant women, we intimately know addiction is a family disease that can negatively affect a child into their adulthood. However, early intervention can forever break the generational cycle of addiction. While nannies may be hesitant to step into a situation that isn't "their business," in some circumstances it could be the difference between a healthy family life or a toxic situation that negatively affects the child throughout their lifetime. There are many resources and professionals to help navigate the most complicated part of the entry into recovery.

Resources and References

What Happens to Children of Alcoholic Parents?
<https://www.mentalhelp.net/parenting/what-happens-to-children-of-alcoholic-parents/>

Association of American Medical Colleges
<https://www.aamc.org/news-insights/covid-19-and-opioid-crisis-when-pandemic-and-epidemic-collide>

New Directions for Women
<https://www.newdirectionsforwomen.org>

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FINDING YOUR NICHE

BECOMING A NORLAND NANNY

HANNAH - HEAD OF SET 42



I am in my third year of study at Norland and I am Head of Students. (Each year group at Norland is known as a set; I am actually a member of the 142nd student cohort because Norland used to take more than one cohort a year). While taking a year's break from my psychology degree studies, I was fortunate to work in a wonderful nanny position in London where I quickly realized the magic of working with children and the importance of inspiring the next generation. I wanted to pursue this career, but I also wanted to gain the highest qualifications possible so that I could provide the utmost care and support to all my charges. On my first open day visit to Norland, I was hugely inspired by the passion, enthusiasm, and determination of all the students and staff to be the best early years practitioners possible, and I was thrilled to be accepted a year later!

Studying at Norland is a wonderfully special experience and it is a pleasure to study alongside so many inspirational individuals. The degree, diploma, and placements are diverse, and no day is ever the same!

Before You Leave

On a normal day, I wake up at 7 a.m. and have breakfast with my housemates. I iron my Norland uniform and get everything ready for my day, packing my laptop, relevant books, and lunch! We walk to Norland together and then have a quick coffee in the common room with our friends before lectures start. Occasionally, I work as a 'proxy parent,' which means providing temporary 24-hour wrap-around care to children in their home as sole-carer. In this instance, I get the children up and dressed, we have breakfast together, and then I do the nursery/school run before driving to Norland for a day of studies.

While You are There

On a typical academic degree day, our first lecture starts at 9 a.m., with a break at around 10:30 a.m. and lunch at 12:15 p.m. We then start our afternoon lectures at 1:15 p.m. and finish at 4:30 p.m. with a break halfway through. Our lectures are a wonderful mix of teaching, group work, independent learning, and sharing of personal experiences. We cover a hugely diverse range of topics, including early literacy and numeracy, and cutting-edge research, such as brain development in the early years.

In contrast, on a practical diploma day, we have food and nutrition lectures and sewing lectures, each lasting two hours. We learn about nutrition, allergies, religious requirements, and how to cater to different needs. These are accompanied by masterclasses that teach us the practicalities of working with children, including nappy changing, feeding, sterilizing, making up carriage prams, and so much more! Often, we are fortunate enough to hear from guest speakers who share the latest knowledge on their specific subject areas. At the end of our third year, we focus on preparing for employment, which includes insights into contracts, pension and tax matters, skid pan training from driving experts, personal security and

cyber-security training from military intelligence officers, self-defense from black belt martial arts experts, and etiquette training from Debretts—and I am very much looking forward to this!

While at Norland, we are lucky enough to have opportunities to experience multiple placements, each of which typically last four weeks. These include working with families, nursery schools, baby room, pre-school, primary schools, forest school, and on local hospital pediatric and maternity wards. I have truly loved every single placement opportunity, including a fantastic family placement with twin girls and a newborn. I formed an incredible relationship with the family and supported the girls through potty training and weaning!

What You Do After

After college, students often go to work and support families around Bath in the UK, with nannying, babysitting, and proxy parenting. We are hugely lucky to have so many job opportunities around our studies! But we also recognize the importance of having fun, and Norland has a wonderful selection of extra-curricular activities including the Norland Choir, Signing Choir, Running Club, the Christian Union, Makaton, and Spanish.

I am fortunate to have already had some wonderful work opportunities, and my Norland training will continue to provide me with the knowledge and skillset to complete every job to the highest standard. Having traveled for work, I would really like to continue a career as a travel nanny, but I also have a dream of opening up my own nursery and children's product business. Norland training not only qualifies you as a Norland Nanny but also opens the doors to many opportunities in the childcare field. I am very excited to see where it takes me!



SPECIAL FEATURE

A FIRESIDE CHAT

Kathy Webb, left, co-founded the US Based HomeWork Solutions in 1993 to provide payroll and tax services to families employing household workers. Louise Dunham, right, founded the Australian based Placement Solutions in 1988 to refer nannies and household management staff to families in Kew, Melbourne. Although they live an ocean apart, these two share a longtime friendship that came about from their shared nanny industry connections. The pair recently took time to connect and reflect on all things nanny and how COVID has and will impact the nanny industry around the globe.

Louise Dunham

This is a Fireside Chat, albeit I am by the fire on a cold Friday evening at 9 p.m. in Melbourne, Australia, at the bottom of the world. And for you, it's 7 a.m.

Kathy Webb

And I am by a lake in Pennsylvania on a hot sunny Saturday morning.

Louise Dunham

Remember where we met, 10 years ago, in San Francisco at the International Nanny Association annual conference? I think it is fair to say that we bonded over the search for a decent cup of tea.

Kathy Webb

(Chuckles)

Louise Dunham

and similar opinions as to why it was so hard for those in our profession, that is the nanny sector of the childcare industry, to be taken seriously and for nannies to be paid well and legally. We paced the San Franciscan shoreline for miles seeking answers to both.

So, what I'd like this chat to be about is specifically, how far have we come since that chat in May 2010? And what is the nanny world going to look like post COVID?

Kathy Webb

I think that the people who work in the industry, for at least a period of time, are going to be much more cognizant of the benefits of being paid legally because those that were paid legally were able to access their unemployment benefits. They could also pay their rent and buy their food and stay home when the orders were to stay home without fear of not being able to eat. Whereas those that were paid off the books very much struggled. I was hearing stories saying things like, "I'm still going into work because I can't make my ends meet if I don't." This happened before, too, after 9/11 in the New York area.

Louise Dunham

Really?

Kathy Webb

Yes, a lot of nanny employment disappeared, as many of those who were employing nannies moved out of the city right away for a period. There was a lot of disruption to housing because of the World



Trade Centre. And for a period, New York nannies were suddenly very much interested in being paid legally because they saw what was happening. Those who were not being paid legally struggled, and at the same time saw that their peers who were paid legally were okay.

Louise Dunham

And how quickly they forgot.

Kathy Webb

Yes, they did.

Louise Dunham

Okay, I had forgotten, or certainly I hadn't forgotten about 9/11, but I hadn't thought that the impact would be closest to a pandemic. With nannies here, it's a similar story. I've seen both through our payroll firm and the nanny firm, the panic that has hit parents, "Should we only have one nanny in the home? Should we keep paying our nanny even though she is not currently working for us?" Some clients have been very generous, and some said, "No, you're a casual worker, off you go. We don't want to see you again till it's all over. I owe you nothing."

What we call "cash in hand" and you call "under the table" is just disappearing. And I think it's fair to say that we have had conversations with our job-keeper nannies that are receiving a government payment. They are grateful for the assistance and we

are grateful for their loyalty as both our Labour Hire employed nannies and the Agency itself would be not so buoyant without that loyalty.

I think there's been a slow recognition from the nannies about how fantastic it is that they've been working and have job continuity. But we had a few grumblings, such as, "Why should I work at all? I will just take the \$1,500 dollars thanks and then I'll go and get a cash-in-hand job." No, you won't—the taxation department is very explicit about that. You get one lot of tax-free threshold. And if you go off and do a job, cash-in-hand, you're still breaking the law. But I think there's more understanding about the integrity and appreciation of doing the right thing. I am also touched by the loyalty of many of our nannies to their vulnerable clients and to the Agency.

Postscript since this conversation, we have gone into stage 4 lockdown here in Melbourne, and families can only have nannies they employ and they must be either vulnerable or a "permitted worker." Therefore anyone with a cash-in-hand nanny runs the risk of breaking the law, and the nanny can be fined up to \$19,000 if she does not have a valid reason or permission to be going to work.

Of course, I recognize it could go the other way post-COVID, with people saying, "I need childcare, but I can't afford to pay

the kind of wages that are now being asked." And the second thing that has been happening with us in the last week is our federal government and their response to the pandemic. I'll be interested to see how they address the unveiling of how many people in this country, particularly in the countryside, have au pairs that they've been getting to look after their children under five and paying about \$3 an hour.

Kathy Webb

Right.

Louise Dunham

We have prospects ringing up wanting an au pair or a nanny, thinking that they're interchangeable and being gobsmacked. We start with the minimum wage rate and the award rates, which is \$19.49 for permanent staff.

Kathy Webb

I know, we're having a similar issue because the au pair visa is one of the visas that's been suspended here in the United States. I know firsthand of an au pair whose contract was ending and she wasn't even sure she could get home. She ended up getting 48 hours' notice to get to Dulles Airport in DC for a flight that had been chartered by her government.

Louise Dunham

So, she did get home?

Kathy Webb

She did get home and then she had to stay two weeks in quarantine. They put her up in a resort hotel. But she couldn't leave the room. You know, food was being delivered. She was getting her temperature checked twice a day. It was, she said, very lonely. You know, being stuck all by yourself like that, but she got home. Her sister was going to come and take her place, but she can't come now and she quite possibly may never be able to come because the J1 visa is being looked at.

Louise Dunham

Well, my experience of when I worked with Au Pair America is that there was a lot wrong with the visa. And yet when it works well for families with school-age children it works well and, and it's the eternal dilemma of parents, make no mistake, who can't afford the cost of childcare.

Kathy Webb

Right.

Louise Dunham

So, my daughter took her son out of childcare because he was sick with colds all the time. And there was so much panic. All government-approved childcare had to provide free childcare and the government subsidized that. They thought all the long day-care centers were going to collapse. Well, for us, a nanny agency, we were subsidized at such a low rate and we had to divide that up between all our government-approved families. So we decided we could only help our vulnerable families and they all got very much reduced hours. They were grateful for that. Whereas for my daughter, it worked the way it was meant to work. She could send her son back into childcare and it cost her nothing.

Kathy Webb

Here in the US there is definitely a childcare crisis. It's compounded by the fact that most of the schools are still closed. It's decided very much at the local level by state or county. And it is in fact county by county. The county next door to us in Virginia just announced that come September when school restarts, families have a choice of two days of in-person instruction, or four days of remote instruction for their children. The schools will not open as normal. And there's panic because, as you know, the parents are trying to work from home but they don't necessarily have homes and facilities that were designed for that, like they were expecting to get up in the morning and go to work. They might have a three-bedroom townhome like we have, with three children in it. And where do you find a place for two parents to go to work in the house and still supervise distance learning for your children?

Louise Dunham

And there is an assumption that parents are willing and able to pick up where the teachers and childcarers have left off.

Kathy Webb

Right. Right.

Louise Dunham

So, we had an extended time at home. We were thrown into online learning very, very quickly. A lot of teachers felt undervalued and that their health was at risk of being forced back into the schools. I have also seen some wry moments. I did a LinkedIn

webinar on working from home with children with somebody I've worked with before, and he has two small children. His kids kept running in. We all used to see this as unprofessional but we both just had to laugh. Already that notion of professionalism has changed. Kids are part of our lives.

Kathy Webb

There's the challenge for the families that, with both parents still working in the home, but there's an even worse challenge for those parents deemed essential workers who have to continue to report to work and who typically would have their children going to school and enrolled in an after-school or before-school program. There is no such thing anymore. Who is supervising the children, how do you juggle it all?

Louise Dunham

I sent you a copy of the professional development we ran on Advanced Health and Safety and Risk Assessment in COVID-19 times. Essentially it comes down to hygiene and deep cleaning and honesty and integrity between all parties. I think "radical transparency" is an interesting concept. We already know that a couple of things we've put in place for our nannies are going to become integral to how we run this business forever. If using the agency, we're insisting on the phone call the night before and radical transparency. "Is the nanny well? Are you and your children well? Has anybody traveled anywhere? Have you been in contact with anybody?" And taking the shoes off at the door, washing your hands as you come in.

Kathy Webb

We've actually written some blog posts, like going back to work in the age of COVID. I mean, there's the hygiene aspects that the nanny and the family have to be 100% on the same page with. Many people feel uncomfortable even talking about it. The nannies are uncomfortable that their bosses are going to coffee shops and still meeting people when they want the nanny to not have any social interactions whatsoever. That dad boss is still going to his gym, for example.

Louise Dunham

We haven't heard any of that. What we hear are the clients getting cross when the nanny gets nervous. We have one nanny

and what I had picked up from her is how cautious she was. She basically had COVID anxiety, which is very real. She did a job where the parents hadn't been radically transparent with her, and she found that both the children had runny noses. She left the house and had a COVID test, and there was nothing wrong with her or the family. And the father was cross, saying, "Listen, my wife's recovering from an operation. I didn't lie. The kids have got simple colds."

Kathy Webb

Right.

Louise Dunham

We did see a Facebook campaign that the childcare industry jumped on really fast. Many actors were out of work and Facebook page was set up so that these actors and actresses could "babysit" for doctors and nurses, and the childcare industry jumped down hard on that.

Kathy Webb

That's been a thing in New York for years and years and years and years.

Louise Dunham

Our childcare industry was very keen to protest and say, "Sure you need help, but you need somebody with first aid and a police clearance. And if there any actors and actresses out there with those, and experience and qualifications, come and work for us." We had a few strange inquiries kind of along the au pair line. A doctor rang and said, "We need somebody to live in. We only need her to work eight hours a week, but we'll give her free food and board, but she can't work for anybody else and she can't go out on weekends because we need her to stay safe with us and ideally she will have a teaching qualification, too. Who have you got available?"

Kathy Webb

You have to pay her for all 40 hours or whatever the whole time is it

Louise Dunham

I think post-COVID people are a having a radical education about the real costs of childcare.

Kathy Webb

Right.

Louise Dunham

In Australia, there has been a lot of talk that this is the time for our childcare system

to be reviewed and overhauled. Thrive to Five is an organization that has bipartisan support. It's about early learning and ensuring right from pregnancy that those first five years are really, really going to help children thrive.

I have been saying for years that Australia used forced and cheap labor. We had free convict labor working as nannies, then assisted emigrants cleared out of the Scottish Highlands and the Irish famine, and then we had indigenous children taken forcibly from their parents and educated in domestic labor working as nannies. So, we've probably only had about 50 years of paying nannies properly.

Kathy Webb

Right, I remember my grandmother talking about every summer when school was out, and their boarding house was full. She would have guests in the house as well as her family that she was taking care of and cooking for and what have you, and they always had an "Irish girl." That's how they referred to her, as they always had the Irish girl.

Louise Dunham

My mother was one of a family of seven in New Zealand and they always had someone called Biddie. And I remember once asking about Biddie, and it was more than one Biddie, always Irish.

Kathy Webb

Well, in my memory, I never heard of a name of any one of these women. It was probably a different woman every summer because they were in the mountains and it was a place where people from the city would come and get away from the heat and get some fresh air and exercise. But it was always the Irish girl. The Irish girl would take care of the children so my grandmother could take care of the guests.

Louise Dunham

How's your business?

Kathy Webb

Surprisingly it's doing okay. We had a predictable downturn. People let nannies go, and of course, they didn't need the service anymore. But in the last few months, I think we've definitely turned the corner and we are back on track in terms of how many people we're attracting every week to sign up and get started. And interestingly enough, the inquiries and the

warm leads that are coming in from the nanny agency partners has really ticked up. So, I'm going to be really surprised if some of these nanny agencies aren't really starting to see the uptick, too. I mean, they had a horrible, horrible time, but they should really be starting to make some money again. A lot of it has to do with parents working from home and kids not in school. The affluent families might moan about it, but they can afford to replace their other childcare solution, which was schools and before-and-aftercare with a nanny. They need someone to supervise them, the kids sitting in front of the screens for hours a day trying to get their education.

Louise Dunham

We have been offering tutors and virtual nannies and we had a call, "We need 200 nannies to tutor so the parents can work." Now, hold on a bit, the parents are going to have to be in the same room as the children if they are under five.

Kathy Webb

We have similar to your unemployment benefit and it has a bonus in it through the end of July. There hasn't been any talk about extending it because the unintended consequence of that is that many people are earning more not working than they were when they were working.

Louise Dunham

And one of my nannies, who is a student, said to me, "I have never made so much money." I said, "For heaven's sake, save it. This is being cut down at the end of September."

Kathy Webb

I think that many of the nanny agencies are struggling to attract back qualified candidates because many are being handsomely compensated to stay home. I think that has turned a corner, though. We're on the back end when we get the referrals. Nannies with children at home themselves will struggle. They're saying, "What am I going to do with my eight and 10-year-old? Leave them in my apartment all day by themselves?"

Louise Dunham

We have evidence of someone wanting to put in only six hours for us because she wants to take a 40-hour cash-in-hand job

through another agency. I say she can't take \$1,500 dollars from the government and then have a cash-in-hand job. The idea that cash in hand is a viable legal option!

Kathy Webb

I'm sure that there's some level of that happening here. There's going to be abuse of benefits all the time.

Louise Dunham

One of the virtues is we are back at a small business at the moment. What has kept us going are the charities, child protection, and the relationships we have built up with them over the last 32 years. However, with a smaller group of people, I've had no choice but to get on the phone with the HR person to speak to each of the nannies for fifteen minutes once a month. I'm getting on the phone and doing the in-home visits to the clients. It's fantastic. I love being hands-on again.

Kathy Webb

I have to say our staff appears incredibly grateful that we were able to move them to work remotely from home as quickly as we were. I mean, we were actually a little bit ahead of the curve. And we saw this train coming down the track before a lot of people were aware of it. Two of our three executives have medical doctors in their immediate family, which raised awareness.

Louise Dunham

I was surprised by how quickly we moved remotely. Now, I've worked remotely for a number of years, anyway. I mean, I'm all set up to work, and we will survive, but for a time we are going to be a much smaller company and we will all remain working from home for the foreseeable future.

Kathy Webb

Our lease is up in November and we've been looking for space. And we're actually going to take 20% less space because we've determined that we're going to do some level of remote work going forward. We have no desire to buy or rent a space big enough to allow everyone to have their social distancing bubble.

Louise Dunham

We will be turning the office into more like an activity hub for meetings and training because you need to meet the nannies in person before you put them on the books. And it really, really helps to go into client's homes to make a connection.

You understand them more. We are thinking that our office might become like a function space with professional development training spaces. Using Zoom can be amusing. This is a funny story, but one of my best nannies is a midwife. She's raised five boys, she's done a diploma course with me. She's efficient, compassionate, physically fit. One of the best nannies on paper, but she has no idea how to do a Zoom interview. I did the entire conversation looking deep into her ear. So, we have to teach these new Zoom interviewing skills.

Kathy Webb

Right?

Louise Dunham

Because she's going to be up against the 23-year-old who can do a brilliant Zoom interview.

Kathy Webb

Right. Right.

Louise Dunham

Okay. Now, I was hoping we could take flight a bit and look at what the nanny world might look like post-COVID. We've known each other for ten years. Has the nanny world changed significantly in the last year?

Kathy Webb

Not really. I think that we've stuck to our principles of doing the right thing. I think that we've been preaching, and no one's been listening.

Louise Dunham

I would have to agree with you. I think in Australia there is a discussion about sham contracting, cash-in-hand workers, and the gig economy, but there are no government decisions that clearly state things in black-and-white for our industry. We need a precedent or a law or even a ruling so that nannies pay their taxes and have job security and can obtain mortgages. I think the casualization of our workforce in the care industries, let alone the gig economy workers, are creating COVID risk because if they do not work, they have no money.

Kathy Webb

I am a little cautiously optimistic, though, about the lessons that the nannies have learned in this timeframe.

Louise Dunham

Good. This is what I want to hear.

Kathy Webb

There is always going to be work under the table, cash-in-hand. It's always going to exist. But I think all parties are now aware of how the relationship SHOULD be properly organized.

Louise Dunham

That might be, Kathy. This time, both the parents and the nanny know they're doing the wrong thing.

Kathy Webb

I think they probably know that now. That might be a difference in the last ten years. I think most of them are aware. Thanks to Facebook groups and things like that, I think that most nannies are aware now, whether they're in a Spanish speaking nannies' group or nanny care hub or whoever, I think most of them are aware of at least the rudiments of what the rules are. There are so many urban myths floating around, like if I don't do this particular thing, I don't have to pay taxes. Interestingly, it is increasingly fellow nannies who are setting the record straight to their peers, not so much businesses like ours.

The sad thing both for families and for the nannies themselves are the ones that are undocumented, that are in our country illegally. And there's a lot of them. They don't qualify for any of these benefits, whether they're paid legally or not. They still don't qualify because they don't have a social security number.

Some of the families are understanding that it was their choice to hire someone from another country that's not here legally, and they're still paying for the nannies not to work. But there's more that aren't paying, that saw them as disposable the minute it became a sketchy thing to keep them coming into the house. They're going, "Oh, if you want to keep your job, you have to live in," and the undocumented nannies are thinking, "But I have a husband and two children. I cannot live in!" The family did not want to risk her bringing COVID into the home. Some of these undocumented nannies are struggling because, sadly, if that's your only way to earn money, you'll do it. You'll figure out a way to do it.

But I think that for the families it's been a real eye-opener that, wow, if we don't keep paying her, she has nothing.

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But I think that for the families it's been a real eye-opener that, wow, if we don't keep paying her, she has nothing.

Many of these families are socially liberal, and they see no problem with hiring undocumented workers, skipping the taxes, or ordering the nanny to live in. They don't even see the hypocrisy of what they are doing.

I think that a lot of the more socially conscious families were paying off the books, thinking that they were doing the right thing helping poor undocumented workers stay in the country. Now they are a little bit more understanding of, wow, this is sort of a consequence, like I have to keep paying them even though they're not working. And even though the restaurant that I own is closed, and I'm hanging on by the skin of my teeth.

Yeah, I'm cautiously optimistic that the long-term benefits of being paid legally will become a driver. You can preach about them, but when the economy's good, who cares about unemployment insurance, because you lose a job you get another one in two weeks.

I am seeing families that were quite happy to have an undocumented worker, and in their own way, thought they were being kind. Now, being kind actually means being responsible for these employees financially during the pandemic. Okay, some people might have kicked the undocumented nanny out on her ear, but many employers of those undocumented workers are seeing they can't get unemployment and feel a responsibility to keep them paid even if they cannot work.

Kathy Webb

On another positive note, I couldn't be more thrilled that Kim Morgan became nanny of the year for INA.

Louise Dunham

I was so thrilled and proud when I saw the video of the Deputy Prime Minister of St Vincent in Parliament making this incredible speech, not only about how wonderful Kim was as a caring nanny but as a person, and how wonderful it was that she was the first person of color and how proud he was that she came from St Vincent.

Louise Dunham

Can you imagine a time when our Deputy Prime Minister gets up and says in-home child-carers are underpaid and underappreciated and they are as essential to the gross domestic product as those that mine iron ore?

The other thing that I think will happen post-COVID is an army of desperate workers who will apply to work as nannies thinking it is an easy job and they will be cheaper. The qualified and experienced nannies have to be ready to prove their worth. We have had two airlines close to collapse in Australia. That is at least 6,000 jobs. So how many flight attendants are we going to see turn up saying, "I think I can do nanninging"?

Kathy Webb

I think that there are plenty of teachers that are going to say, "I'm making \$50,000 a year and I have to meet with the parents of 30 children three times a year plus the 30 children coming in and out of my classroom every day, and I can get close to that, perhaps not with the benefits, but close to that and just work with one family and one set of children."

I personally know some school teachers that are my age or a little bit younger, and they're clearly talking about taking a side gig and just leaving teaching.

Louise Dunham

I've interviewed one long day-care director and she said, "The stress isn't worth it. And I know I will get less money as a nanny, but I'll have one family and I can get back to what I want to do, which is care for children."

Kathy Webb

There are a lot of people who have been running in-home daycare that are thinking the same thing. They would rather go and work as a nanny for one family than have three families' children come into her house every day, with the parents coming in off the street to pick the kids up, drop the kids off. Yeah, it's possibly going to change the composition of who the applicant is.

Louise Dunham

Has there been progress made in nanny qualifications in the last two years that are university-run? Since July 2018, government-approved families by law must have a nanny with a Certificate 3 in Children's Services, or she needs to be enrolled. We have pushed for that since 2007 for Australian childcare.

Kathy Webb

There's no requirement. I wouldn't see that changing though. Because, again, so much of our government is distributed that the

authority actually rests in the state, not the federal government. And different states have different needs and interests. And that's why those Domestic Worker Bill of Rights, for example, tend to be in the states where there are lots of nannies like New York and California. And there's not one in Kansas, for example.

Louise Dunham

We are finally approved to run in-home childcare in Tasmania, my home state. There are three competitors and we're all from the mainland. Their in-home childcare licensing standards are very thorough, child-focused, and are unique in Australia to Tasmania. They should be the benchmark for every state throughout the world. So maybe that's the starting point that each state should have

Kathy Webb

I don't ever see licensing of nannies happening here. Bear in mind that most, you know, 99 point something percent of all nannies in America are paid directly by the family. It's a family-nanny relationship. It's very different than your relationship where you employ the nannies. There's no government support for it in any way, shape, or form.

Louise Dunham

Well, we had two different ways of working, as I always say. We are a labor-hire firm and a traditional recruitment firm.

Kathy Webb

I think that the agencies that had a good temp business model and had the right clients are going to come out of this pretty well because that was a consistent source of income, although it was also a consistent source of headaches because there are all kinds of questions about liability during a pandemic about sending your employees into somebody else's home

There was a lot of anxiety about what happens if one of these nannies contracts COVID. And she doesn't even have to get it from the family. She could get it from just commuting.

Louise Dunham

We do not have the same number of undocumented workers and most au pairs were forced out of the country.

Kathy Webb

You know, au pairs in America didn't have to go home. In fact, some of them couldn't go home. Depends on what country they came from. Some have had to overstay their visa because with the border closed, so what else could she do?

As to undocumented workers, I think maybe a third of their employers feel responsible and have stepped up to their responsibility, but I think two-thirds of them just said, "Sorry, bye." They saw them as disposable.

Louise Dunham

So, you don't think that the world has become a kinder, gentler place?

Kathy Webb

No.

Louise Dunham

I'm sticking to that line, Kathy. That's fine.

Kathy Webb

That's not what I see and hear.

Louise Dunham

Anything else we want to cover in the nanny world?

Kathy Webb

How about when nannies and family share workspace? That's a big change. So many nannies swore they were never ever going to work with a family that has a parent working from home, and they suddenly find that that's exactly how they are working now. Or a family that has both parents working from home.

Louise Dunham

Yes, I have many nannies who used to say they will not work for a family when the parent is at home. If nannies want to work, these stipulations need to be revised. And they are going to need to accept that most parents are working from home now.

Kathy Webb

I think that if you wanted observations, that is a huge sea change. I also think that the families that let the nanny go on furlough during the stay-at-home orders have a better conception of what the nanny's job is and how much the nanny actually does.

Louise Dunham

Oh, I've heard that from numerous business colleagues who say, "I can't believe how hard it is to work from home with both kids here."

Kathy Webb

Most people who have a house cleaner suspended the services during the lockdown periods.

Louise Dunham

It is the same perception of, "Wow, you know, I didn't realize how hard it is to look after children."

Kathy Webb

I think the three biggest changes that I see are, first, the awareness of legal pay. Where that's going to go, I don't know. Second is the workplace health and hygiene aspect, and what you're calling radical transparency. Everyone needs to be on the same page and be mutually respectful of, you know, what the other's feelings are. And that it is lifesaving. It's not just kind and polite, it's actually lifesaving. And the last is the whole sea change that working with work-at-home parents is going to create on people's jobs. Those are the three big takeaways that I got out of this.

Louise Dunham

Yeah, though I take your opposite viewpoint on being kind. Even if it is not true, it should be.

Kathy Webb

Well, you'll get no argument from me there. I've just heard too many nannies with stories along the lines of, "I can't believe I worked for them for three-and-a-half years and they told me that they will pay me for two more weeks and I'm done."

Louise Dunham

We had a client, a lovely woman, and she said right from the start, "Now I'm going to pay my nanny fifty hours a week still, okay?" But eventually, it dropped down to twenty hours and the nanny was in contact with me saying, "I cannot survive on twenty hours pay a week. I don't have to go in, but she thinks she's doing me a favor."

It was that failure to recognize that it might look generous, but nobody who needs fifty hours could live on 20 hours.

Kathy Webb

There are nannies who have nothing right now. And they'll take anything, and I think that there will be people who will cut corners. It's a threat to the legal workers. It remains to be seen. At one point, I thought some of these people might end up going back home.

And they probably don't have the money to get home now. A lot of these workers send money back home, right? Remittances that go back every week. And, I don't know how they're doing it. I don't know how they're still paying for their rent. And if you're a cleaning woman who cleans houses and you clean ten houses a week, and you're making \$1,000 doing it, and then suddenly, you're down to cleaning two houses a week because everyone else is afraid of the COVID. How are you sending money back home to pay for your kids' schooling?

Louise Dunham

And that is our other observation. A huge army of desperate, unemployed people that will take any job at any price. This is the nightmare stuff.

I also have said to our nannies, "You are the cream of the crop. You've got to make sure that you're polished and ready to go. Because there are going to be people wanting your jobs and they will be cheaper. You've got to be articulate as to why you are a better choice."

Louise Dunham

Well, I think we've fixed the evils of the nanny world. I'm fine if we've got differing opinions.

Kathy Webb

Yeah, that's fine. That's what makes the world go around.



ASK THE NANNY

Dear Stephanie,

How can I overcome a bad reference? When I first started nannying, I left a position without much notice. I actually quit over text. Looking back, I know this wasn't the right thing to do. How do I address this going forward with agencies and parents who want to check all of my references?

Sincerely,

Left Without Proper Notice

Dear Left Without Proper Notice,

You can overcome this by providing parents and placement agencies with a number of other stellar job references.

Reach out to teachers and coaches who have seen you caring for children and to parents for whom you have babysat, and ask them if you can use them as a reference. If you were employed at a daycare, preschool, or church or synagogue nursery, ask if they will be a job reference.

Always ask for written letters of reference from parents before leaving nanny jobs. It may be difficult to contact them once you have left their employment, and as the years pass it can be difficult for them to remember all that you did at the job. Written references can be used for your entire career.

When the topic comes up about why you left the family without proper notice, remain professional. Keep your answer as short and simple as possible. Unless you felt unsafe or endangered, there is no correct answer for leaving abruptly via text message. Admit that it was a mistake and that you would never do so again.

In the future, leave nanny jobs on a positive note. When you resign, do so in a professional manner and allow the parents a minimum of two weeks (but typically a month's notice is expected in most nanny work agreements). Remember, always ask for a written letter of reference!

Best of luck,
Stephanie Felzenberg

STEPHANIE FELZENBERG

Stephanie Felzenberg is a career nanny, newborn specialist, and family assistant with more than twenty-five years of experience caring for newborns to teenagers. She publishes a nanny blog at bethebestnanny.com and is the US Nanny Association Newsletter Editor. She edited the Child Care Textbook and is the Nanny Magazine advice columnist.

A DAY IN THE LIFE



My name is Ogechi Dominica Anogwih. I am from Imo State, Nigeria. I am 46 years old and married with two kids. I am a childcaregiver. I graduated from The Nanny Academy in Lagos Nigeria, in 2018.

Presently, I am taking care of a baby of one-year and two months in Ikoyi, Lagos. I do live-in. I also sleep with the baby. The baby prefers sleeping with me. On several occasions that the mother tried sleeping with her, the baby will wake up in the middle of the night crying, and won't stop till she brings her back to me.

Everyday, I wake up by 5am. Then I take my bath, arrange the room, and put her toys in order. While the baby is still sleeping, I will boil water and put it in a flask, and get her bathing stuff ready.

By the time she wakes up, I am usually ready for her so I feed her, give her medications, and then take her to poo. I have just introduced her to the potty, so we are toilet training.

When she's done pooing, I take her to get a bath and dress her up for the day. She takes her lunch by noon, after which she takes her siesta. By 4pm, she takes any light food or snack like yoghurt, pudding, or fruit.

By 5pm I take her out for an out door game that lasts for one and half hours. By 7pm she takes her evening bath. She takes dinner by 8pm and 9pm is bed time.

When she falls a sleep, I take my bath, take my dinner, and join her to sleep and we are done for the day.

With my experience as a mother and as a well trained nanny, I have the interest of children at heart, and I love taking care of them for they are fun to be with and there is never a dull moment.



Stephanie

Submit Your Questions to Stephanie by email at info@NannyMag.com

AGENCY ADVICE

FROM RUKA CURATE

All the agencies want to call my references, but I've lost contact with so many. What should I do?



Nanny agencies are hired by families to help them with sourcing, vetting and screening their nannies. As a nanny, your references are one of the most important pieces of information you need to find a position. While you may not need all of your references from a 20 year work history, you will need the most recent ones. Many agencies, including ours ask for your list of three references up to 7 years. While in some cases we may call a reference that is older than that, it's rare. A very good practice is to ask each family that you have worked with for a reference letter at the end of your time together.

This is something you should have as a word document or scanned onto your computer so that you always have it. This also helps create a wonderful profile with information readily available to both agencies and prospective families. If you don't have those 3 recent references, it will be incredibly hard for an agency to work with you. However, the great thing is that we live in a global world that the internet has made smaller. Your former employers may have a LinkedIn account or some presence on social media. Try your best to look for them. We have seen nannies find employers who have moved as far as Singapore.

RUKA CURATE

Ruka Curate is a nanny turned agency owner and co-founder of Tiny Treasures Nanny Agency of metro New York. She also serves on the Board of Directors of the International Nanny Association. Ruka is a strong advocate of legal pay for nannies and worker protections, educating her clients on tax compliance, protected classes, and hiring without discrimination.



10 QUESTIONS WITH TRICIA PRITCHARD



Tricia Pritchard is a veteran in her field with over 30 years of experience in the trade union and employment law industry. Over the years she has provided advice, support, and personal representation to countless nannies on issues such as wrongful dismissal, unlawful deductions, leave entitlement, sick pay, and maternity leave. She has robustly negotiated improved terms and conditions of employment (including pay awards) and she has worked on a national level, making sure that governments remain acutely aware of the contribution home childcare workers make to the UK economy. Tricia is chair of the national Regulation Matters (RM) campaign.

1. What is the Regulation Matters campaign?

RM is a UK-based national campaign calling for the registration of all childcare workers so that nannies and other home childcare professionals are brought under the same regulatory umbrella and held to the same registration standards currently required of childminders. The objective is to safeguard children, improve childcare standards, create consistency in the childcare industry, and finally give nannies the professional recognition they so richly deserve.

2. How and when was it started?

We have been campaigning under the banner 'Regulation Matters' since 2006.

The campaign actually evolved from previous campaigns following a number of high-profile cases such as the Louise Woodward case, the British au pair found guilty of the murder of a child in America back in 1997.

Originally called the Playpen campaign, we argued for the recognition of nannies so that they would not be confused with au pairs, childminders, mothers helpers, and so on. However, the Woodward case drew everyone's attention to the fact that there'd be nothing to stop anyone found guilty of a child-related crime in the US from taking up a post as a nanny in the UK. This shifted the focus for the campaign to the registration of nannies and the regulation of nanny agencies, which is how Regulation Matters came about.

You might be reading this and thinking to yourself, "Wow, the campaign has been going a long time and still nannies are not registered," and of course, both points are indeed true. However, it is well known that campaigns calling for a change to legislation can take many years, and therefore time isn't an indicator of success as far as we are concerned. We will continue our work to completion!

3. What are your objectives?

In the absence of registration and regulation, our key objective is to develop a self-regulatory framework for all practitioners and agencies to work within.

That's a tall order because if you don't have total buy-in from nannies and agencies, anything you come up with will just be ignored, and we can't let that happen.

The important work of any campaign is not just to call for change and make certain demands. You have to clarify what it is you mean. What could registration and regulation actually look like? You have to be clear about the impact of that change and be prepared to produce a model that is tried and tested. When you get in front of government, you need to do more than merely present the problem—you need to demonstrate the solution.

4. What drove the creation of this campaign?

RM and its supporters have long held the view that registration and regulation would protect both nannies and children. We've met with prime ministers, secretaries of state, MPs, senior civil servants, and representatives from local government to put our case. We've taken part in a number of national TV debates and documentaries at home and abroad, all to raise the profile of nannies and to highlight the risks of having such a large, unregistered, and unregulated home-childcare sector.

Many ordinary families looking for flexible, affordable, and reliable childcare are turning to nannies and, while reputable nannies and ethically run nanny agencies (along with those organizations supporting RM) are working hard to ensure they are supplied with suitably qualified and vetted staff, the government ignores reviewing standards across the whole of the childcare and early years sector at its peril. Our principles drove the creation of our campaign, and they remain the same today with even more determination.

5. What gains has the campaign made?

Prior to the introduction of the Ofsted Childcare Register, introduced in The Childcare Act 2006, RM argued strongly for the inclusion of nannies. However, when it was introduced, the Ofsted Childcare Register was in two parts: a compulsory and a voluntary part. For the first time, nannies could opt to be on a register, albeit voluntary, but it was more than we'd had before which is a positive result.

We've had a number of MPs raise questions and lead debates in the Houses of Parliament on our behalf, and, as a result, we are now consulted by government departments on related issues when they arise. We're satisfied that RM has put nannies on the map, but nannies are still not registered, so our work continues.

6. How do people get involved?

There are a couple of ways in which you can get involved:

Become a Campaign Supporter:

Our Campaign Supporters include some of the most established organizations in the UK, and we're reaching out to add international supporters, too. If you would like to add your company's name to our growing list of respected supporters, please contact us at info@regulationmatters.co.uk

We're not just collecting names and logos, though. Our campaign is about so much more. Campaign Supporters also get the opportunity to join one of our four Management Sub-Groups:

- Nanny Training & Further Training
- Practitioners
- Associated Organizations
- Nanny Agencies

Our sub-groups have been formed to further our campaign. They carry out developmental work in support of RM, establish guidance and opportunities for nannies and nanny agencies, and set minimum standards. In other words, as a member of one of our relevant sub-groups, you get to shape our work.

Become a Nanny Supporter:

Nanny Supporters are crucial to the RM Campaign. Without nannies, it would be impossible to proceed with our aims and objectives. By consulting with nannies, we can be sure that our work reflects their views and what is important to them.

You can find RM on:

- Facebook - www.facebook.com/regulationmc
- Twitter - twitter.com/regulation_mc
- Instagram - www.instagram.com/regulation_matters

All nannies have to do to show their support is follow us and like/share on all three platforms if possible. When we consult with nannies, we use our social media platforms to reach out, and therefore nannies following us on all or any of the above can be sure that they will have the opportunity to contribute to our work and have their voices heard at last.

Please also visit our website www.regulationmatters.co.uk

7. Can you tell us about your global impact?

RM is delighted to enjoy the support of like-minded overseas associations that are working to achieve the same high standards within their own nanny and home-childcare sector. We thank them sincerely for their support and for the opportunities working with them provides us, such as the exchange of views and the sharing of relevant guidance.

We currently work with the Indian Nanny Association and the US Nanny Association. We hope to be adding to our International Support in due course.

8. Who do you partner with?

We're lucky to have the support of all the leading childcare and early years organizations in the UK. You will recognize the world-renowned Norland Nanny Training College and the Chiltern Nursery Training College as key supporters. Other supporters include the British Association for Professional Nannies, Cache (the UK's leading qualifications specialist), Nannytax (the UK's market leader in nanny payroll), Morton Michel (the UK's leading childcare insurance specialist), Tinies and Harmony at Home (the UK's largest nanny agency groups), the Professional Association for Childcare and Early Years, REC (the voice of the UK recruitment industry), and Voice (currently the only trade union in the UK that nannies can join). We're also supported by First Aid trainers, teacher agencies, children's events, independent nanny agencies, training providers, men in childcare, and many more.

9. What is the biggest impact the campaign has had on the industry?

We believe that the biggest impact we've had on the nanny sector so far is that we've managed to get the sector behind us. The entire sector is now mobilized and queuing up to help us raise the profile of nannies, applaud their achievements, and finally get them recognized. We've got sector leaders offering their time, knowledge, and expertise free of charge, enabling us to develop a code of best practice for nannies and nanny agencies to work within. We've got renowned trainers developing training modules for us so that nannies can access bite-size, flexible, affordable, and accredited training with elements recognizing their experience gained so far.

10. Anything else readers should know?

There's lots to do, but the Regulation Matters Campaign has attracted the support of industry leaders so that our work is professional, credible, and carried out with professional integrity. If anyone can bring about change, we can!



TRICIA PRITCHARD is the chair of the national Regulation Matters (RM) campaign and a veteran in her field with over 30 years of experience in the trade union and employment law industry.



THE ABCS OF RESPECTFUL CARE

BY DANIELLE BUJNAK

Editor's Note: This is part four of the series entitled *The ABCs of Respectful Care*. Read all installments in the 2020 issues of *Nanny Magazine* at NannyMag.com

The Respectful™ Approach to Human Development, Education and Care is a multi-disciplinary and open-ended approach that combines elements from classic teaching methods and current research in the neuroscience of human development. The goal is to deliver a level of care that meets the genuine needs of all of the individuals involved in the care experience.

J IS FOR JINGLE

Can you think of a catchy advertising jingle? The kind that sticks in your head and drives you crazy because it's so deeply wired in there? That's also exactly the kind of thing that sticks in the heads of infants and children, so when we want to support cooperation in daily routines, we can create (or even better, co-create) jingles that help infants and children remember what comes next in a series of routine activities.

By using rhythm and/or music, we engage the more creative side of the brain and allow for more complex wiring to take place which

cements the meaning more deeply, making it fire faster and flow more naturally. The neurons that fire together, wire together, so singing the familiar jingle primes the child for cooperation by making the cooperative pathway the default neural pathway in their brain. Each time the child hears the familiar sound and rhythm, it fires that pathway and predisposes the child to execute each of the tasks that fall within the routine associated with the jingle. Even though there might be several steps, if they are linked together in a jingle, the child experiences only the transition into the routine (which is facilitated through the natural enjoyment of the musicality and rhythm of the jingle), and the rest of the transitions are not noticed (and therefore not resisted).

Such a jingle can be as simple as chanting "Every single day the same, we brush our teeth and wash our faces," or it can be a whole song about the morning routine that is set to the tune of "Twinkle." What matters is that it has rhythm and that you repeat it consistently. Singing or chanting also provides a bit of fun, which is always welcome when it comes to pushing through the necessary routines of daily care.

You can even add in clapping or other body actions, so long as they do not interfere with performing the actual tasks.

On a deeper level, being able to predict what comes next is pretty much the only level of control that an infant or young child can reasonably attain. Their judgment is not great and they cannot be given much autonomy or control, but when the infant or child experiences making predictions about what comes next (and is correct about the prediction), that experience lays a deep and enduring neurological framework for future skills like problem-solving and delayed gratification.

K IS FOR KINDNESS

It may seem obvious, but yes: Respectful™ Care means being kind. It also means expecting kindness in return, because respect exists in all dimensions and directions in Respectful™ Care, not just from the Someone to the child. Modeling is by far the most effective mode of instruction for teaching infants and children (and adults), and we model kindness in order to be genuinely respectful. It also inspires the child to mirror our kindness and respond similarly to us and to others.

It's not really necessary to tell a child to "say please and thank you" because if their Someone says "please and thank you" regularly, then the child will do so spontaneously and without any direct instruction. I choose to sometimes use the phrase "Would you be so kind as to (pass me the salt or whatever)?" instead of always just saying "please." I feel thrilled and excited to hear children in my care begin to say "Would you be so kind as to pass me the butter?" even though I have NEVER ONCE encouraged them to say that.

Sometimes we can ask a meaningful question as a prompt to their thinking, such as "What is a friendly way to ask me that? I don't like being ordered around. Nobody really likes being ordered around." But that is quite different from commanding them to "Say the magic word" or other mode of direct instruction in using polite words.

Interestingly, children also learn when we model being impolite, and when we attempt to control or dominate them in order to manage their behaviors. They very quickly absorb the lesson we are teaching them in this amazing and powerful mode, and they begin to experiment with being impolite and attempting to control and dominate others in order to manage their behaviors (especially their younger siblings, if they have any). Modeling kindness is a challenging yet very rewarding component of a curated environment.



L IS FOR LISTENING AND LIMITS AND LOVE

We often hear what children say, but how often do we really listen? Remember H is for a hundred languages? That also means there are a hundred ways of listening. We can listen by watching the newborn's eyes and responding to what they are sharing with us. We can also listen by providing a firmer limit where a child is pushing hard for security.

Listening is deeply related to limits, and healthy limits come from love. We listen and observe and interpret the child's needs, and then we create and maintain limits that keep them safe, like the fences and gates. We likewise listen and observe and interpret the child's needs for other types of limits, including the predictability of consistent routines that offer reassurance as well as the promise of future functionality in important skills like resisting peer pressure.

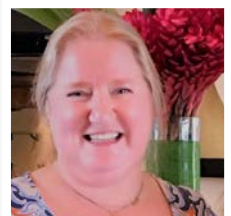
A sensitive and responsive Someone sets limits, and even more importantly holds them, because they love the child and want them to be safe and healthy. Any limit that I choose to hold with a child in my care can actually be reduced to a simple expression of "this keeps you safe" or "this keeps you healthy" (or "this keeps me or someone else safe or healthy"). Healthy interpersonal relationships are an integral part of overall health, so showing respect to others with kindness is definitely a limit I am willing to set and hold.

Another important dimension of the curated environment is explaining to the child that we keep them safe and healthy because we love them. They don't automatically know this, so we have to tell them. Once they understand that love for them and keeping them safe and healthy is the motivation for the limits that they might not like, and once they know that we are listening to their feelings and responses from a place of love, they feel reassured. Paradoxically, they push less against the limits because limit-testing is always an expression of feeling insecure.

When a child is acting out, they are telling us, "I feel overwhelmed and my skills aren't enough to handle this situation. Please help me!" When we listen to this message with love, it is easier to hold the limits and provide the security and predictability that the child needs in order to develop those skills to cope with future situations.

DANIELLE BUJNAK

Danielle Bujnak is an experienced Early Childhood Educator with more than two decades of experience guiding and caring for infants, children, and their families in a wide variety of settings. Danielle has been a nanny, governess, and Master Newborn Care Specialist, as well as a teacher for children of all ages. She has supported families in private family residences, through homeschooling, daycare, preschools, and Montessori and Waldorf-based early childhood programs. Her California Child Development Permit qualifies her at the "Master Teacher" and "Site Supervisor" levels, licensing her to run a multi-classroom preschool or daycare for infants and children, and to guide and mentor other teachers in best practices. After completing a graduate-level certificate in Early Childhood Education, Danielle is currently completing an MSc in children's mental health and special education, following the Constructivist approach.





STAY HEALTHY AND SAVE MONEY WITH THESE UNIQUE EMPLOYMENT BENEFITS FOR NANNIES

BY GUY MADDALONE

Guy Maddalone has more than 30 years of experience in the payroll, human resource, and employment services industries. In 1991, he founded GTM Payroll Services to provide payroll tax compliance and insurance administration services for families that hired a nanny or other household employees. Guy is also the author of *How to Hire a Nanny: Your Complete Guide to Finding, Hiring, and Retaining Household Help* and *How to Hire a Caregiver for Your Senior: Your Complete Guide to Finding, Employing, and Retaining In-Home Help*.



Being a professional nanny may be considered non-traditional employment, but that doesn't mean you need to pass up conventional benefits like health insurance and retirement savings.

Check out these benefits that are easy for your nanny family to offer and provide tax savings for you and your employer.

Virtual Medicine

Imagine having around-the-clock access to a physician by phone, secure messaging, or video. You could get answers to simple or complex medical questions, schedule consults, and share pictures or videos with a doctor on your schedule. You do not need to wait until your doctor's office opens to get advice or assistance.

A virtual medicine service with unlimited calls is perfect for ailments like colds, allergies, rashes, injuries, and more. It can also send prescriptions directly to your pharmacy.

Instead of heading to urgent care when you get sick or injured—which can add up to hundreds of thousands of dollars in medical costs even if you have health insurance—a virtual medicine service can help diagnose and treat your illness or injury. This will also help you reduce the number of days you may need to call in sick, saving your nanny family the hassles of arranging alternate childcare.

Best of all, virtual medicine is affordable at just \$12/month.

BENEFITS FOR US BASED NANNIES

QSEHRA

A Qualified Small Employer Health Reimbursement Arrangement (QSEHRA) is a great way to help you pay for health insurance while saving both you and your nanny family on taxes. Here is how it works. A family funds the account with up to \$5,300 for their employee (or \$10,700 if also covering their employee's family).

You would then get reimbursed for health insurance coverage purchased on the individual market or through the health care exchange and out-of-pocket medical, dental, and vision expenses. You can even pair it with your spouse's health insurance policy if you are covered by that plan. Nanny families may provide their employees with health care stipends, but those can be considered taxable income.

However, your nanny family's contributions to a QSEHRA are not taxable for them or you, as they are not counted as wages. Reimbursements are also not taxed if your health plan meets certain minimum requirements.

Didn't use all of your QSEHRA money before the end of the year? No problem. Your employer can allow funds to carry over from year-to-year as long as your total benefit does not exceed the annual contribution limit.



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Retirement Plan

One of the best things you can do for your future is to contribute to a retirement plan. The earlier you start, the more time your money has to grow from compound interest (which is when you earn returns on your investments, as well as returns on those returns). This helps your money grow at a faster rate than with simple interest.

By saving just under \$4,500 annually over the course of a 45-year career, you could have more than \$1 million by the time you retire.

If your employer offers matching contributions through a retirement plan like a SIMPLE 401k, your yearly investment could be as small as \$2,200 to reach that magical \$1 million mark.

Your contributions are made pre-tax, reducing your gross wages and the amount you owe in taxes.

You will be able to self-direct your investments from a list of monitored, low-cost mutual funds and have access to advisors who can provide guidance personalized to your retirement goals.

If you change nanny jobs, your new family can adopt the retirement plan and continue contributions, or you can roll your money into another qualified retirement plan or individual retirement account (IRA).

Educational Assistance

If you are taking classes, your nanny family can make a tax-free contribution of up to \$5,250 per year toward your qualified educational expenses like tuition, fees, equipment, supplies, and textbooks.

Educational assistance may also apply to work-related continuing education, training, seminars, and conferences.

A photograph of a woman with dark hair in a ponytail, wearing a grey long-sleeved shirt, holding a young girl. The girl is also wearing a grey shirt and holding a large, white, fluffy stuffed animal. They are outdoors, with a green lawn and a building in the background. A large white circle is overlaid on the center of the image, containing the title and author information.

NANNIES: MANDATED REPORTERS OR NOT?

BY MICHELLE LAROWE

Michelle LaRowe is the editor in chief of *Nanny Magazine* and has more than 20 years of nanny industry experience. As an International Nanny Association credentialed nanny and Nanny of the Year™ award recipient, Michelle has authored several parenting books including *Nanny to the Rescue!*, *Nanny to the Rescue Again!* and *Working Mom's 411*. Michelle has also served as executive director of the International Nanny Association, executive director of *Morningside Nannies*, editor in chief of *eNannySource.com*, and as an expert content contributor, product reviewer, and consultant for a variety of major brands. To educate the next generation of nannies, Michelle launched *NannyTraining.com* where she serves as lead educator. Her formative course, offered exclusively in partnership with Nanny Stella, Inc., is the only US Based CACHE Endorsed Customized Qualification for nannies. To learn more about Michelle, visit MichelleLaRowe.com.

A mandated reporter is a person who, because of his or her profession, is legally required to report any suspicion of child abuse or neglect to the relevant authorities.

But what is a profession?

Mariam-Webster defines the term profession as a calling requiring specialized knowledge and often long and intensive academic preparation.

Enter the lack of clarity that leaves US nannies wondering if they are legally classified as mandated reporters or not.

As nannies strive to professionalize their industry by gaining education and training to transform their occupation into a profession—and gain the social acceptance that comes along with being accepted as professionals—it is no surprise that nannies do not fit into a box of their own.

Thus, the question of whether nannies are legally mandated reporters remains largely unanswered and varies from state to state.

But does it matter?

According to Ronald Mah, Ph.D.—a California-based Licensed Marriage & Family Therapist, author, and former child-development-center owner who first became acquainted with the nuances of the nanny industry when he presented on Child Abuse and Neglect at the 2010 INA Annual Conference in San Francisco, California—nannies not being legally classified as mandated reporters in some states may not bear as much weight as nannies think.

“When nannies are considering their responsibilities to report, they must consider their legal requirements, their professional requirements, and their personal values.” Their legal requirements reflect what relevant state law says they have to do, the professional requirements reflect the ethics they commit to upholding as part of professional or organizational memberships, and their personal values reflect the level of personal responsibility they feel regarding making a report of abuse or neglect.

But what nannies may be unaware of is how the Standard of Care may impact their ethical and legal responsibility to report. Mah explains, “What someone else in the same professional role would do in the same situation, what the expectation is of any person in that role, that is what we refer to as Standard of Care.

According to Mah, the Standard of Care is fluid and changing. “Today there may be no law that specifically classifies nannies as mandated reporters,” he said, “but that could change tomorrow. If a court decided that a similarly qualified person would make a report in the same situation and a nanny did not make a report, she could therefore be found liable for not making a report.” So, while there may not be a legal expectation of a nanny being a mandated reporter today, that could change any day should Standard of Care come into play because of a court’s interpretation. The legal duty to warn or duty to protect if someone makes a threat to harm or kill another person to their therapist—commonly known as the Tarasoff Duty—came not from legislation but a court ruling by a judge. The therapist was found to be legally liable for not doing something that had previously not been specifically defined as illegal!

Is moral obligation enough?

Within the industry, most would agree that the legal classification of nannies should have no bearing on whether a nanny should report suspected abuse and neglect, but the reasons are more complex. Among nannies, it is widely accepted that there is a moral obligation to report suspected abuse and neglect, but Mah is not sure that having a moral obligation is good enough.

“This issue with viewing the obligation to report as solely a moral dilemma is that legal and ethical mandates help people push through the fear and anxiety surrounding making a report. People do immoral things. They are scared and may not report if there is just a moral issue at hand. When the legal and ethical responsibility is not clear, it is easy to make excuses and get away from, as individuals and as a profession, reporting suspected abuse and neglect.” When there are straightforward legal and ethical mandates, however, the decision of whether to report or not becomes cleaner and simpler. When the decision is left to a moral one alone, you may ignore the whole human process that’s involved with decision making, which can include talking yourself out of doing something that you don’t want to do.

Service versus servant

How you think of yourself and your role—and the language you use to define the work you do—can impact how you view your responsibilities when it comes to reporting suspected abuse and neglect. Mah asks nannies to consider if they are providing a service or working as a servant.



RONALD MAH

www.ronaldmah.com

Ronald Mah is a therapist, educator, author, and consultant who combines concepts, principles, and philosophy with practical techniques and guidelines for effective and productive results. A Licensed Marriage and Family Therapist, his experiences include authoring several books, including *Difficult Behavior in Early Childhood*, *Positive Discipline for PreK-3 Classrooms and Beyond*, *The One-Minute Temper Tantrum Solution*, *Getting Beyond Bullying and Exclusion* and *Empowering Children in Inclusive Classrooms*, partnering with Fixed Earth Films to present child development and behavior trainings on 20 DVDs, speaking and educating groups affiliated with Head Start, Asian-American Community Mental Health and Welfare to Work and training and supervising therapists, in addition to maintaining his own private practice. Ronald is a credentialed elementary and secondary teacher, Masters of Psychology instructor and author of the Asian Pacific Islander Parent Education Support Curriculum. He has been involved with Early Childhood Education for 16 years and has owned and operated a child development center. Ronald has served on the Ethics Committee of the California Association of Marriage and Family Therapists and has served on the Board of Directors for the California Kindergarten Association.



THE INTERNATIONAL NANNY ASSOCIATION REPORTS THAT “ACCORDING TO THE NATIONAL CLEARINGHOUSE ON CHILD ABUSE AND NEGLECT INFORMATION (NCCANCH) ALL 50 STATES REQUIRE INDIVIDUALS TO REPORT ABUSE, BE IT IN THE CAPACITY OF A CHILD CARE WORKER OR A CONCERNED INDIVIDUAL. EACH STATE VARIES, BUT THE RESPONSIBILITY TO US IS THERE.”

negating the first. “This family treats me so well, but they do not pay me legally.” Is your employer really treating you well if they are not doing what is legally, ethically, or morally expected? A “but” statement minimizes the first half of the statement as being less important than the second half.

People have another option, however. They can think in terms of “and.” This is a powerful shift of thought and one Mah encourages nannies to embrace. “These people are nice AND they are abusing children.” Both statements are true, both are equally weighted. Both may reflect reality. When you think in terms of and, rather than “or” or “but,” the process of determining your next steps may be clearer.

Considerations

It’s easy to be ethical when you have job security, money in the bank, and your own place to live. It’s more difficult when you’re faced with making a decision when you know it could cost you your job, your security, and your housing.

Nannies are at risk of being exploited due to the very nature of their work. There is an unbalanced relationship between nannies and nanny employers that can make it challenging to take action when it involves the party in power.

Parents often refer to nannies as members of the family, for example. That designation alone removes the professional boundaries that are in place and can serve as protective barriers from exploitation. And boundaries aren’t real until you are up against them. Mah serves up this analogy. You are going car shopping and your budget is \$5,000 for a car. That’s what you have and that’s what you are going to spend. Your mind has been made up. That is, until you are presented with a car that is \$5,500. Now the boundary is real and will be tested. Nannies may believe they have boundaries in place with regards to what they believe substantiates abuse or neglect, or what they would do if they suspected abuse or neglect, but until that boundary is tested, their choices and actions remain unknown.

“It is human nature to talk yourself out of doing what you don’t want to do,” says Mah, so it is natural for nannies to try to convince themselves not to act. “You are faced with a problem, and you come to a solution. It is human nature to try to find another solution when you do not like the one you came up with. In fact, you may continue to try to find different solutions, but keep coming back to the first one because the first one was the right one. But it is also the hard one. That is the moral dilemma. Can you live with the

Michelle LaRowe

“When you consider the four E’s—education, experience, expertise, and ethics—these are what make you a professional. And when you offer a professional service, you have an ethical obligation to share truth based on your education, experience, and expertise.” Mah equates this to viewing your employer as a customer or a client. What is the difference? When you are working with a customer, as they say, the customer is always right. When you are working with a client, they expect you to share your professional advice. “A client expects you to use your education, experience, expertise, and ethics (the values of the profession), to their benefit.” As nannies, you must consider how you think of yourself and your role. If you want to consider yourself a professional, there are ethical and legal obligations that go along with that.

What’s your language?

The language you use to describe

your obligation to report can be telling of how you view your responsibility. “People often say ‘I had to make a report.’ And that sounds a lot like having to pay taxes,” shares Mah. “That language indicates resistance to reporting. Instead of saying I had to make a report, or I had to speak up, changing the language to ‘I advocate for children’ can impact how you view your responsibility.”

When considering reporting, people may also think in terms of “or” or “but” as they work through their internal process and struggle with their humanity. “I can report or not report.” “I was suspicious, but they are good people.” With “or,” there is an exclusivity in the thinking. You report or you do not report. You force yourself to choose a box. One of the choices lives, one of those choices dies. But is no better. But puts one thought first and one thought second, with the second

ACCORDING TO THE CHILDREN'S WELFARE INFORMATION GATEWAY, "APPROXIMATELY 47 STATES, THE DISTRICT OF COLUMBIA, AMERICAN SAMOA, GUAM, THE NORTHERN MARIANA ISLANDS, PUERTO RICO, AND THE VIRGIN ISLANDS DESIGNATE PROFESSIONS WHOSE MEMBERS ARE MANDATED BY LAW TO REPORT CHILD MALTREATMENT," AND ONLY ONE LOCATION, NORTHERN MARIANA ISLANDS, A U.S. COMMONWEALTH IN THE PACIFIC OCEAN, SPECIFICALLY NAMES NANNIES AS REQUIRED REPORTERS.

decision you will make? And that is why a moral obligation to do the right thing is not the right thing at all."

It would be remiss not to mention the nannies who stay in jobs for the sake of the children. The savior complex of staying to protect the children or staying to keep the kids afloat while they live through a bad situation presents problems all its own. In doing so, nannies may inadvertently enable unhealthy situations. They may empower parents to keep doing what they are doing rather than addressing change. Nannies may find themselves thinking, "I can make a report or I can stay and protect the children." But when they switch their thinking, as Mah advised, to "I can make a report and I can protect the children," what they must do next becomes clear.

Protecting children

Children are an abundant natural resource. Like with air, water, and land, we do not protect our natural resources until they need protection or when they become scarce or threatened. We might not value things until a crisis arises, which turns it into a political issue. If there are enough atrocities and sensational failures to protect children, then public opinion can reach a critical mass and the protection of children can become a compelling political issue. "Police brutality is not new, for example," reminds Mah. But after decades and centuries of abusive police actions, recent events have created a public consciousness and outrage, so there is now a critical mass of movement towards righting the wrongs.

Movements that reach critical mass flow from personal views which become moral values, which become society views and cultural values, which become professional views and ethical values, which become political views that lead to law, explains Mah. In the 1950s and 1960s, when mandated reporting became a political issue, doctors and therapists were initially resistant, saying "We too don't want to that. It will harm therapy." But then the social and cultural change made it a compelling political issue, and legislators created mandated reporter laws.

As an industry, nannies find themselves at a crossroads. The industry is at a place in time where professional views and ethical values are being established. We must get ahead of this critical mass of social and cultural concern about protecting children before it becomes a political and legal issue. If nannies fail to get on the wave, politicians will be making laws and rules on an issue the industry could have taken care of on its own. And nannies could be viewed by politicians, the media, and the public as being resistant to reporting child abuse and neglect.

If nannies love children, they must protect children. They can protect children by advocating for children and by reporting suspected abuse and neglect. So often, it takes several reports and a robust paper trail for action to be taken on suspected abuse and neglect. Mah shared a story of how he once made the first report on a situation that should have been reported many times before. "Because of all of the professionals the child encountered prior who chose not to report, it cost that child years of abuse." Nannies must be aware of the cost of their actions. And their inactions and the power of patterns in reporting.

What to report?

While there is no flow chart that can depict every scenario that would point you to whether something should be reportable or not, Mah offers some general guidelines for nannies.

If a child is hit in the head, there is a real potential for brain injury and neurological damage. Blows close to the trunk of the body can create internal organ damage. If a belt or stick or other object is used, it becomes a weapon and becomes a slippery slope to abuse. "When a belt or stick is used in frustration or anger, it's designed to be a tool of efficiency to maximize damage and pain. Weapons are used to optimize damage." A closed fist creates more trauma than an open hand. A "switch" gives the punishing adult no sensory feedback and how much pain (and thus, how much harm or injury) is being inflicted. If humiliation is used, emotional abuse comes into play. "People lose control when anger and frustration are involved," says Mah, and that is when psychological abuse is likely to occur.

Mah recommends the following: "A good rule of thumb is that if you are suspicious and thinking about what to do, you should have already done what you are thinking about doing. If you must step back to analyze the situation or if you know something is wrong, something is wrong. Don't make excuses." Even though authorities might be resistant or even discourage you from making a report—claiming that it is not "bad enough"—making a report can eventually reveal a pattern of abusive behavior and save a child from harm.



NANNY KNOWS BEST
HOW TO SUCCESSFULLY TRANSITION
FROM DAYCARE
TO NANNY CARE

BY STEPHANIE DOYLE



Here are some tips from nannies who successfully made the transition from daycare to nanny care.

Nanny Kristen B

“My advice is to still do curriculum (even a loose one) and plan activities to keep you and the children active.” Having some purposeful and developmentally appropriate activities planned throughout the days (including keeping a routine) can help the children learn, grow, and thrive! Kristen also said to “make nanny friends!” Connecting with other similar minded nannies will help you stay social and learn from others. You will be working alone, but these nannies will become your “coworkers” with whom you can socialize—and the children in your care can socialize, too.

Nanny Mary L

“I wished it hadn’t taken me so long to take the leap, but nannying is so fun!” Offering personalized care for one family can be much more enjoyable for some teachers. While some may thrive in the classroom environment, others may want to provide more one-on-one care. If that is the way your heart is tugging you then it doesn’t hurt to see what else is out there.

Nanny Nicolette M

“When coming from working in a center to nannying, you have a specialized set of skills, including knowing how to seamlessly multitask while caring for multiple children.” When writing your resume, make sure to highlight any skills you gained while working in a center that can set you apart from those who haven’t.

STEPHANIE DOYLE

Stephanie has over a decade of experience in the in-home childcare industry. In addition to serving as the administrative assistant for Morningside Nannies, Houston’s award-winning nanny agency, as a career nanny and International Nanny Association credentialed nanny, she provides high-quality care to newborns through school-aged children. Stephanie holds her associate degree in early childhood education and has attended numerous industry conferences. In 2016, Stephanie was nominated for the International Nanny Association Nanny of the Year award. When she’s not working, Stephanie enjoys spending time with her young daughter Lily and her husband, Bobby.



Are you wanting to make the transition from working in a daycare center to working as a nanny? Does that transition seem intimidating? During these times of COVID-19, there are more families looking for nannies and more daycare teachers wanting to get out of the classroom. It can be scary to make that leap, but with my experience doing so and the experience of others who have done the same, you can be armed with the knowledge to make your start in nanny care a successful one.

First off, make sure you are passionate about offering personalized care for a family. It will be different going from caring for multiple children to caring for one family and knowing them on a much more personalized level.

Next, make sure to do your research on what hourly pay range a nanny in your area makes. Your rate most likely won’t be as high as someone who has been nannying for years, but it’s good to know the going rate and to know your worth. Also, make sure to research your state laws. Nannies need to be W2 employees and must be paid for every hour worked. You will want to make sure you have a contract, so look into finding some nanny contract templates. You can even join some online nanny groups and ask for their recommendations.

Brush up on your child development knowledge. Take online courses that will help you learn more about all aspects of child development and help make your resume stand out. NannyTraining.com is one resource where you can find a great nanny certificate course. Have age ranges you want to specialize in? Research some courses and books that can help you learn all you can about that age group.

You also want to get the advice of others who have already made the transition and have some advice to offer you. If you join any online nanny groups, definitely ask the advice of those who made the transition from daycare to nanny care.

One last bit of advice is to join some professional nanny organizations. When I first became a nanny, my employer did her research and found the International Nanny Association, or INA, and they happened to be holding a conference local to me that year. I am so grateful for being plugged into the professional nanny world so soon in my career. It helped me to network with seasoned nannies, continue my education, and get the much-needed resources for a successful nanny career.

If your passion is caring for children and you would like to do it on a more personalized level, then why not take that leap? There is a whole world of professional nannies and nanny organizations out there willing to help!





INDUSTRY INSIGHTS

BUDGETING FOR NANNIES: THE FIRST STEP TOWARDS FINANCIAL WELLNESS

BY WARREN BURGER

As a nanny, you work countless hours to make sure your children and families are receiving your undivided attention and utmost care. You are organized and diligent, maintaining order and taking care of the smallest of details to make sure that the children in your charge are safe, happy, and secure.

With all of the time and effort you spend in your career, your own sense of financial security can get lost in the shuffle. Nannies can, and should, make sure they are taking care of their own financial wellness. There are many aspects of financial wellness, including investing, insurance, estate planning, and tax planning, but the first and most important pillar of financial planning is examining your cash flow and budget.

Creating and sticking to a budget is as much about our personal psychology as it is about money. Most of us understand that a budget is about balancing the money you have coming in with the money going out. It's a simple concept.

Why, then, do so many of us have such a hard time with spending within our means?

The answer is rooted in a variety of factors that can stem from how we watched our parents spend, to how we are influenced by modern advertising, or even a subconscious mechanism for dealing with stress. Nannies in particular can be subject to lifestyle creep if they begin to incorporate the spending habits of the families they serve into their

own.

Creating a budget forces us to take a hard look at ourselves and what we are prioritizing in our life. This can be a difficult realization that may lead to avoidance and continued spending, ultimately replaying a cycle that can only be broken by understanding that spending habits can be changed.

So how do we pivot toward creating a budget and taking a more mindful approach to our spending habits?

The first and most important step is to start from a place of being kind to yourself. Feeling guilty about how you should have spent money is emotionally taxing and an

unproductive use of your time and energy. Reviewing your past spending to understand what's important is a necessary part of the process. Beating yourself up over it is not.

This is about moving forward and creating a mindset of abundance, not scarcity. When you create your budget, your focus should not be on the things you don't have. Rather, it should be an acknowledgment and appreciation of what you have in your life. It should incorporate a goal-setting process to motivate you to only spend on the things that really matter now, while working hard to afford the things and experiences you would like in the future.

Start by first taking a look at your last three months of spending. Go through your bank and credit card statements and break them down into the following categories:

NEEDS - The bills you need to pay in order to live and prosper

WANTS - The things that you don't need but offer you enjoyment in life

SAVINGS - The amount your willing to put away to move you toward your life goals

Once you have evaluated your recent cash flows, create your budget by matching these category buckets with your income. Here's where you need to evaluate what is most important in life for both you and your family. Find a balance that works for you. You won't be perfect in executing on your budget. Very few people are. But if you can use it as your guidepost, revisit it often, and make adjustments as needed, you will find the peace of mind that comes from taking control of your own financial wellness.

On the subject of savings, there are two items of note. Before you start any long-term savings, priority should be given to paying down credit card debt and creating an emergency fund. Interest paid on credit card debt will more than offset gains you may make with your investments. Paying down the debt is a prudent way to set yourself up for success in future saving and investing.

Credit Cards

Two good strategies for paying down debt are the debt snowball and debt avalanche methods:

Debt snowball - The snowball method involves making minimum payments on all of your



Warren Burger is the founder and CEO of Luminary Financial Advisors in Cocoa Beach, Florida. After a 27-year career managing trading desks on Wall Street, he discovered a passion for guiding individuals and families across the country toward financial independence. He believes the nanny industry is underserved in the financial planning community and is committed to offering financial education to the nanny community at large.

cards and using any remaining funds available for debt to pay down the accounts with the smallest balance. The purpose of this method is to keep you motivated as you move smaller balances out of the way so that you can more easily visualize success.

Debt Avalanche - The avalanche method involves making minimum payments on all of your cards and using any remaining funds available for debt to pay down the card with the highest interest rate. Over time, this method will result in less interest paid but it may be less psychologically satisfying than the snowball method.

The important thing is to pick a strategy that can keep you motivated to stay on course.

Emergency Fund

I recommend working towards establishing enough savings to cover three months of your NEEDS budget. Put it in a high-yield savings account that will pay you some interest. A good practice is to make it a little difficult on yourself to access the account. There is no need for an ATM card. Having to make a little bit of extra effort to gain access to the funds might make you consider whether or not you are using it for a real emergency. It may take you a little while to build this fund, but having it will offer you peace of mind when you encounter a car that breaks down, a broken appliance, or any other unforeseen costs that might come your way.

Budgeting is not an easy task, but resolving to take the necessary steps to create and stick to one is very empowering. Recent events have been unnerving as we found ourselves unable to control many of the events around us. This is one act you can take and have complete control over. I urge you to take it.

Here are some resources you might want to check out:

Budgeting Apps:

Mint - Free

YNAB (You Need A Budget) - Paid

Pocket Guard - Free

High-Yield Savings Accounts:

Marcus: by Goldman Sachs

HSBC Direct Savings

CIT Bank Savings Builder



Placement Solutions
Taking care of your most precious assets
Established 1988

STEPHANIE BAUCHUM

Stephanie Bauchum, business owner and professional nanny, has over twelve years of private household service experience. With a bachelor's degree in music, Stephanie taught early childhood music classes which opened the door to the professional nanny industry. Traveling worldwide with various families as a nanny and sharing her expertise online, Stephanie created the first apparel line and lifestyle brand for nannies and caregivers. Nanny Tees is a global brand that strives to bring light to the domestic staff industry while offering support through self-care events and nanny apparel.

With fun and fashionable t-shirts, totes, tanks, and fun apparel, NT ships merchandise worldwide and has reached nannies in Australia, Canada, Switzerland, the UK, Germany, and the US. Since launching in 2015, NT has offered the official merchandise for Nannypalooza and The International Nanny Association Conference. In 2018, Nanny Tees hosted The Nanny Soirée, a spa party and self-care event for caregivers. With the overwhelming response from nannies, NT is making plans to host its first nanny self-care conference and retreat in 2021. NT is set to launch a self-care subscription box for caregivers and household staff to bring the self-care experience home.

Stephanie has been featured in Essence Magazine for music and nanny services, Good Morning Texas, and on several blogs and online articles. Learn more at www.nannytees.com.



PEOPLE PROFILE

What is your role in the nanny industry?

I have been a nanny for over twelve years and I currently own Nanny Tees, an apparel line and lifestyle brand for caregivers. Most people may not know, but I am growing my agency, the Mtoto Agency, which I started in 2012. I set it aside to take nanny jobs but I have begun working on it again.

How did you get involved in the nanny industry?

I have always loved children, and I was the family and neighborhood babysitter growing up. I moved to Texas in 2007 and was laid off from my job in corporate America. I then started teaching early childhood music classes and offered childcare services on the side. From there, I expanded and became a full-time nanny. Here I am, almost thirteen years later, still loving on kiddos as a freelance nanny.

How did you get to where you are today?

About five years ago, I transitioned one of my nanny kids into preschool a few days a week. I needed to do something in my spare time, so I decided to take one of my favorite nanny-related phrases and put it on two different colored T-shirts. I shared the shirts online and in a few nanny groups, and nannies loved them! I've been so blessed to be able to ship merchandise worldwide, be a vendor at International Nanny Training Day, International Nanny Association, and Nannypalooza events. I'm grateful for the support of the nanny community and I love that I've met most of my dear Nanny sisters online.

Where do you see yourself in five years?

I see myself still advocating for nannies with Nanny Tees, hopefully in major retail stores. I also plan to host my own self-care conferences and soirées for caregivers starting in 2021.

Tell us a little more about the voices you are bringing together.

I like to mix a little self-care into what I do, but lately, I have been focusing on racism and Black Lives Matter. Because I am a black woman, I know firsthand what it is like to experience racism while on the job. I am hosting a series of live streams called "Nannying While Black," and I am using my platform to bring more awareness to what's going on within the nanny community. I have invited black and white nannies to share their experiences, and we have had deep conversations. I intend to continue using my platform to have more real discussions on race and how we can support each other, even if our backgrounds and experiences are not the same.

What can nannies do to support each other better?

We first must learn how to listen. Because our community is so diverse, we must be sensitive enough to understand that everyone needs to be heard and everyone's experiences are different. No matter if you are black, white, Asian, Hispanic, British, French, African or Canadian. Everyone deserves respect and empathy. Just because you do not have my struggle does not mean my struggles should be overlooked. We all need to learn to love and support, no matter what our backgrounds may be. Extend grace and understand that everyone has a different thought process. Along with that, be open enough to be teachable.

What is your best advice for nannies across the globe?

Make sure you love what you do. If you do not enjoy being a nanny, do not be one. Find what you absolutely love doing and do it. Children and families deserve a nanny who is called to it. You deserve to be happy doing what you love. Find a support group of nannies to confide in. Big groups are wonderful, and you should join them, but you should always have nannies that you can reach out to personally. Nobody knows the life of a nanny like another nanny!

What do you like best about your job?

I personally believe that I am called to support the whole family, and I have always taken on a household management role. It comes naturally to me to make sure everyone is taken care of even if I am not asked to do certain tasks. Of course, I have had to learn boundaries and have been taken advantage of before, but now I know how to navigate and support families the right way without overdoing it. Because I grew up in a big family, I understand what it is like to have a support system. Some families do not have that. When I entered the nanny field, I went in with the mindset of how I can make the life of this family run smoothly while I care for the kids. I am called to serve people.

What do you like least?

It is always hard to leave my nanny families when a job comes to an end or if I have decided to move on. Don't get me wrong—I have run out the door and didn't look back when leaving a few families, but overall, I've had great experiences. I have stayed in touch with most of my nanny families, but leaving them is never easy.

How can nannies be the best they can be?

Always be open to learning new things while still being you. Every nanny has a different style, and there is a family who needs what you have to offer. I am personally very laid back and it seems to work with families who are always on the go. Do not be afraid to speak up and share your wisdom if something does not seem right. Remember, you are the expert and families need you. Set boundaries, always have a contract, and learn to say no in love. You have a personal life and taking time out for yourself helps you to do your job well. Families do not need an exhausted nanny—they need a healthy and whole nanny. Check out my eBook "The Whole Nanny."

What is your educational background?

I have a bachelor's degree in Music

How do you give back to the nanny community?

Nanny Tees gives away dozens of tees and accessories to nanny groups and organizations throughout the year. I have tons of free videos online sharing my thoughts and experiences to help nannies grow. I have also recently donated to the Nanny Relief Fund!

Biggest nanny industry myth?

Hmm, that being a nanny is not a real job. If you make real money as a nanny, it is a real job. Not just anyone can do what we do.

Anything else you want us to know?

Please connect with me on social media! I love meeting new nanny friends and answering your questions. Find me on IG at [instagram.com/nannyytees](https://www.instagram.com/nannyytees) and on Facebook at [facebook.com/nannyytees](https://www.facebook.com/nannyytees). Shop Nanny Tees at www.nannyyees.com



BILL RIDLER

SO YOU WANT TO START A CHILDCARE AGENCY?

Bill Ridler is the owner and director of The Nanny Connection in Cleveland, OH, serving families in three Midwest states, along with his wife and business partner, Melissa. He is very active in the entrepreneurial community, helping start-ups companies and those scaling-up as well. Bill has worked for two Fortune 500 companies but is now an active APNA member and recent graduate of the Goldman Sachs 10,000 Small Business Program.

Maybe you are a nanny with nanny colleagues that you have connected with families, or maybe you're a parent who just couldn't find the "right fit" and wants to find a solution. You could be in a similar business now and want to expand. Perhaps you don't care for the online marketplaces, or you just don't like who you are currently working with! Either way, you are ready to find a solution, so let's go!

As an agency owner for over eight years, and as a coach to new owners and numerous entrepreneurs, I wanted to share some things you need to consider when starting an agency. We've made some mistakes along the way, as have other agency friends of ours, so I've created the following for you to consider before pressing the start button.

First off, you are awesome, which is why you are here! You should be proud of your success. But running an agency is more than being a great nanny or problem solver. The first step is to assemble a strong team of business advisors and partners. After years of running an agency, I would bet that my order of importance is different from where most people first create their plans!

Legal - You absolutely must get your business set up the right way, from business structure to state and local licenses that may apply. Start thinking now about how you and your investors, if applicable, want to get paid because it could mean a different tax structure setup. Find an attorney that you can trust to help with your contracts and agreements. Unless your uncle is an attorney, legal help is not cheap, but this must never be overlooked!

Insurance - As the Under Armour commercials say, "We must protect this house!" Talk to an insurance agent about the right type of general or commercial liability you will need to run your business based on the services you intend to offer. This is almost as important as your legal agreements to help protect everything that you have built. Anyone can bring legal action for any reason, just or unjust, so a proper insurance policy will help defend against those claims.

Finance/Accounting - With a little business background, you may be able to work the first few months, or even a few years from an Excel spreadsheet, but this is not sustainable in the long-term. Start thinking now about the bookkeeping you will need, both now and down the road. Most owners can successfully run their business using QuickBooks or similar programs. Find a great accountant to help you get this set up and process your taxes as well! And don't forget to include your salary as part of your business plan.

IT- Now that you've got a great financial and legal team, start thinking about systems. Building a website can be cheap to start on Wix or GoDaddy, but think about the image you'd like to present to potential clients and caregivers. And how will you manage your day-to-day operations? There are no one-size-fits-all solutions in our industry, so you may need to piece together different CRMs, applicant tracking software, and operational software. Do some research on this prior to launching to understand the best fits for your services.

Banking - Maybe you are bootstrapping this as a side hustle for additional income, or a trusted someone in your life really believes in your idea and wants to invest in your dream. Either way, find yourself a great banking partner. Share your business plan with him/her, even if you don't need their help now. As you grow, you will need to rely on them for advice, networking, and obtaining or increasing credit. One of the biggest mistakes I hear from small business owners is, "I don't need to know my banker," but then they won't be there for you down the road when you need them the most! So many businesses learned this lesson the hard way in March 2020!

Marketing - Establishing an awesome brand (YOU) and social media marketing may be your jam! But if not, you'll want to consider hiring out this critical piece of your business. You will need everything from SEO to content marketing to help fill your sales pipeline. However, you must also know your market, from local to online competitors, so please know what separates you from the competition. Your customer will ask!

Sales - Now that all of your critical pieces are in place, you are ready to rock and roll! How are you going to find customers, and what will you say when they call? You may have the mindset that you "Built it and they will come!" But what if they don't? You must have plans to grab sales from numerous areas: email, direct mail, networking, referral programs, mom's groups, etc. Know your demographic and find where they hang out in person and online! Have the right blend of confidence in your company but humbleness not to oversell. Make it a seamless customer experience process, as anything too choppy may drive prospects away. And remember that selling to potential caregivers is just as important—maybe more so—than selling to future customers!

Mentor - Find somebody you admire, or a group of similar minded people to help in your journey. This could be from an agency you respect, or another leader in the childcare service industry. Most small business owners are happy to lend some advice and support to your ideas, so long as you are open and honest about why you need their help! If you don't have anyone in mind, some agency owners also run successful consulting businesses (Full Disclosure: I do not charge for my time, while many say I should!) Bottom line: you cannot do this alone. You will need a support network, outside of your personal relationships, to provide honest feedback along the way.

There will be many ups and downs in your journey. Be flexible for the changes that will happen, and be prepared for unhappy customers or unqualified caregivers that react negatively because you did not feel they were a good fit. Learn from each mistake and grow from it. The more you put into this, the more you can get out of it.

No matter how or where you start, make a solid plan, stick to it, but don't be afraid to pivot when necessary.

Lastly, finding awesome caregivers isn't always easy, but it is very rewarding when you make a great match. You can do this!



**10 SAFETY TIPS WHEN TRAVELING
TO YOUR NEXT NANNY JOB
BY AMY BRYANT**

In 2018, I was on my way to my next travel nanny position when I landed in Paris and collected my suitcase at baggage claim. As I was leaving the arrivals terminal, following the signs to the taxi rank, a man approached me from behind and asked me to follow him in the opposite direction to get a taxi.

When I turned around, I knew this was a problem. I was startled to see a second man in front of me, looking me straight in the eye. Immediately I felt uncomfortable. The man in front started running to call for an elevator for us to get into, but I was already on the street level where all the taxis depart. Something was horribly wrong.

I quickly made the decision to run to someone else in the terminal and ask for help. Both men then disappeared, and I likely saved my own life.

Following that close call, I started sharing my best tips for staying safe when traveling to nanny jobs. Here are my top ten tips.

1. Leave your new job details with someone you trust. Write down your new employers' names and contact information, share your detailed travel itinerary, and write down everything you know about your next position. Include everything that would be of importance in the unfortunate event of something happening to you.

2. Read up on your destination. Knowledge protects you from the danger of misinformation, unsavory individuals, and/or naively wandering into an unsafe area. Check the government travel website for any current news regarding your destination. Look at a map and get the lay of the land. Take note of major landmarks and surrounding towns and cities.

3. Know the typical con games of your destination. I have the film *Taken* to thank for my knowledge of con games in Paris. My situation was remarkably like the film, and having watched it, I still feel today that it saved my life. Familiarize yourself with the common con games that travelers encounter in the area you will be visiting, and you will feel safer for it.

4. Download these two apps: Life 360 and What 3 Words. Life 360 is a tracker app, and whoever you share it with can see your location and can choose to receive notifications when you are moving in a vehicle or on foot and at what speed. What 3 Words is a lifesaving app, where every three square meters all over the world has been given an address of just three words. If you get lost or have an accident and need to call the emergency services but do not know the address, they will request your three words. That is all they need to find you.

5. Travel with a rape alarm. You can buy these online and hang one on your keys or purse. One pull of the pin and it sets off the most piercing and extremely loud sound, giving you more of a chance of being seen or heard if you ever get into difficulty with a stranger.

6. Stay in public places. You may meet other people and have fun, but remember, they are strangers. You have a better chance of getting out of a sticky situation when in a public place.

7. Pre-book a taxi. If your nanny family is not meeting you at the airport, get them to book a professional car service where someone will meet you at the arrivals terminal of the airport. I learned this lesson the hard way. I was caught in a con game and, fortunately, I did not leave a public space. Had I done so, my life would have likely been much different.

8. Trust your intuition. If something does not feel right, it is not. When arriving in a new location, take inventory of how you are feeling. If you feel like something is off, trust that feeling and investigate what it could be.

9. Stay alert. While it is lovely to sink into a new destination, immersing yourself in its culture, it is important to stay alert. Take note of your surroundings, the people you pass, and anything odd that catches your attention. The note you took one hour before might be important regarding your safety in one hour's time.

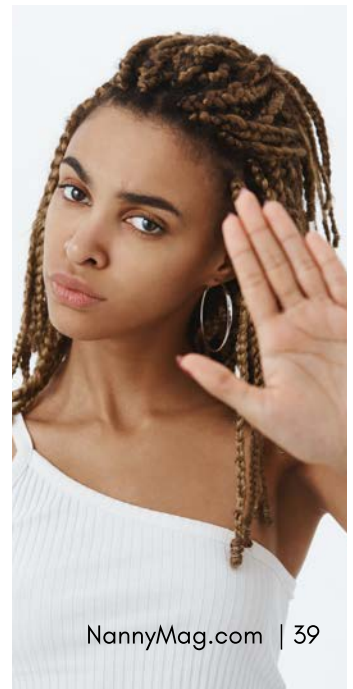
10. Arrive in the daylight. Although this is not always possible when you must travel alone, ask your nanny family to schedule your flight to arrive in the day. Arriving in daylight not only allows you to see what sort of area you will be staying in, but danger is more visible in the day.

The details of the day I ran into trouble while traveling are forever marked in my memory. Following these ten tips kept me from falling into a trap that could have ultimately changed the outcome of my life.



AMY BRYANT

With a passion for caring for children, Amy Bryant, owner and founder of Suitcase Nanny, started babysitting at just nine years old. At the age of eighteen, she left her home in the UK with only a suitcase to become a nanny in the US for three children under age five. Since then, Amy has worked for families in the USA, Australia, the UK, Dubai, and many parts of Europe. Over the last seven years, Amy has traveled extensively with families to support parents as they take holidays with their children. Amy is the voice behind *The Suitcase Nanny* blog, where she educates, supports, and inspires nannies and au pairs to become the next caregiver extraordinaire using her "Suitcase Nanny Guide."



PAID ON TIME. EVERY TIME.



Hassle-Free | Direct Deposit | Online Pay Stubs
Refer GTM Payroll and Get Rewarded
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