

NANNY MAGAZINE

FALL 2021

HOW NOT
TO GET
TAKEN
ADVANTAGE OF

5 MYTHS
ABOUT BEING
A NANNY

BRINGING YOUR BABY TO WORK?
5 TIPS AND STRATEGIES FOR SUCCESS

ALL ABOUT CACHE
WHAT YOU NEED TO KNOW AND WHY

INSIDE

YOUR GUIDE TO FALL 2021

6 HOW TO NOT GET TAKEN ADVANTAGE OF

7 ALL ABOUT CACHE

12 RAISING AN AVID READER

23 NORLAND GOES GLOBAL

FALL 2021



NM

EDITOR IN CHIEF
Michelle LaRowe

CONTRIBUTING WRITERS

Laura Bennett, Danielle Bujnak, Stephanie Doyle, Glenda Durst, Stephanie Felzenberg, Michelle LaRowe, Emily Louange, Tassecia Simpson-Little, Jessica Sjolseth, Guy Maddalone, Maria Jose Meneses.

CONNECT WITH NANNY MAGAZINE

www.nannymag.com
www.twitter.com/NannyMagazine
www.facebook.com/NannyMagazine
www.instagram.com/NannyMagazine

PUBLISHER

Nanny Magazine, a division of Longhorn Leads, LLC

FOUNDER

Jennifer Kuhn, MPS

ADVISORY BOARD

Daniel Butcher, Louise Dunham, Angela Johnson, Michelle LaRowe, Cate Matijevich, Tonya Sakowicz, Stella Reid

COPYRIGHT 2021

Nanny Magazine

All rights reserved.

No portion of this publication may be reproduced without express written consent from *Nanny Magazine*. The opinions of authors do not necessarily represent the opinion of *Nanny Magazine*. Publication does not imply endorsement.

CONTACT AND ADVERTISE

To advertise in *Nanny Magazine*, email info@nannymag.com

Media kit, editorial calendar, and rates available online at www.nannymag.com. For subscriptions, inquiries, change of address, and back issues, email info@nannymag.com

EDITOR'S NOTE

Michelle LaRowe

In many parts of the United States, there is no mistaken when Fall has arrived.

On the East Coast, where I am from, Fall is synonymous with change. Children return to school, the leaves of the trees change color, and pumpkin spice becomes the flavor of the season.

There are many predictable traditions like going apple picking, starting the soccer season, eating warm cider donuts, getting out the slow cooker, and baking pies that provide a sense of routine and comfort that accompany the change of weather.

With what seems like a never-ending wave of COVID, I am looking forward to enjoying these traditions more than ever.

In the chaos that the pandemic continues to bring, having predictable traditions to experience can provide a sense of security and belonging.

If you don't have Fall traditions to share with the children in your care, consider starting a new one this year.

Having memories to look back on and traditions to look forward to can provide a concrete marker of time to reflect on when the world feels like nothing is predictable anymore.



Finding Your Niche:
An Australian Nanny
11



Five Myths About Being a Nanny
19



Norland Goes Global
23



Michelle

IN EACH ISSUE

Each issue of *Nanny Magazine* will feature columns from the following departments.

All issues may not feature all columns.

Visit NannyMag.com to learn how to get published.

5 INDUSTRY NEWS

Norland: Now Accepting International Students

5 FAIR AND LEGAL PAY

Nanny Magazine: Our Commitment

9 ASK THE NANNY

Stephanie Felzenberg: How to Be the Best Nanny

10 AGENCY ADVICE

Jessica Sjolseth: Mom's Best Friend

11 FINDING YOUR NICHE

Laura Bennett: An Australian Nanny

12 EXPERT TIPS

Maria Jose Meneses: How to Raise an Avid Reader

15 NANNY KNOWLEDGE

Danielle Bujnak: ABCs of Respectful Care

17 10 THINGS TO THINK ABOUT

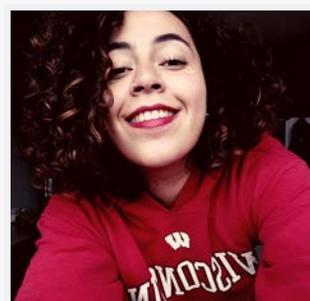
Glenda Durst: Before Banning On-the-Clock Phone and Screen Use

19 INDUSTRY INSIGHTS

Guy Maddalone: Five Myths About Being a Nanny

21 NANNY KNOWS BEST

Stephanie Doyle: So You're Having a Baby?



26 PEOPLE PROFILE

Tassecia Simpson-Little: The Nanny Cards

28 10 QUESTIONS

Emily Louange: CareNectar

FALL 2021




The Fair and Legal pay movement is a passionate call to recognize all Household Workers as employees in their chosen profession.

Fair & Legal means paying a living wage for all hours worked, including the correct compensation for overtime. Fair & Legal also means paying required employment taxes on wages paid to employees. Legal pay provides an employee verifiable income, which can be used to rent or buy a home, purchase or lease a vehicle, or apply for credit.

Nanny Magazine has taken the Fair and Legal pledge.

We pledge that as part of our daily organizational practices, we will educate, support, and comply with all applicable fair and legal pay standards for household employees. Fair and legal pay means the observance and compliance with all federal, state, and local laws that apply in our service area(s), such as worker classification, minimum wage, labor laws, and tax laws.

To learn more visit
<https://fairandlegalpay.com/>.

Norland to Welcome Students from around the World for the First Time in Its History

Norland, the world-famous specialist provider of childcare training and higher education, is delighted to announce that it can now take international students from all around the world.

The Bath-based early years center has been granted a student visa sponsorship license by the UK government.

This license means that Norland can now sponsor international students under the Student visa route, enabling students of all nationalities to benefit from the exceptional training and outstanding career opportunities the college offers.

While Norland has welcomed students from the EU for many years, students from countries outside the European Economic Area have not previously been able to access its world-renowned training. From 2022, for the first time, Norland looks forward to welcoming students from across the world.

Founded in 1892 by Emily Ward, Norland has been at the forefront of childcare training for almost 130 years, giving students the opportunity to become among the world's most sought-after childcare professionals. Norland students undergo four years of rigorous training to earn two distinct qualifications: a BA (Hons) degree in Early Years Development and Learning and the prestigious Norland diploma. Fully qualified graduates, known as Norlanders or Norland Nannies, also benefit from their own dedicated employment agency, the Norland Agency, and their pick of jobs around the world.

Dr. Janet Rose, principal of Norland, said: "This is a very exciting time for Norland as we continue on our journey to become the first early years university in the world. Our successful application to secure a student visa sponsorship license is yet another important milestone in our almost 130-year history. We very much look forward to welcoming students from around the world to the Norland family and enabling them to benefit from our TEF Gold-rated training and the incredible early years career opportunities and lifelong support that Norland offers."

Vice principal and head of quality and standards and registrar, Mandy Donaldson, added: "We are delighted to be granted a student visa sponsorship license from the UKVI. This license means we can now help the very best students from anywhere in the world achieve their dreams to become a Norland Nanny. We currently have many more international jobs than we have fully qualified graduates seeking them. Opening Norland up to international students will offer more families around the world the chance to employ a Norland Nanny and benefit from our unique training and child-centered approach."

This news comes at an exciting time for Norland, which has just celebrated winning gold at the Whatuni Student Choice Awards for enhanced graduate outcomes, beating many other universities in the UK to the top spot. Norland is a TEF Gold-rated institution—the highest standard possible for undergraduate teaching and learning in the UK—and holds taught degree awarding powers, which were granted by the Privy Council in 2019.

To find out more about Norland's world-famous training and how to apply, visit www.norland.ac.uk



HOW TO NOT GET TAKEN ADVANTAGE OF

BY MICHELLE LAROWE

you to babysit on the weekend, but you really don't want to, don't be afraid to say so. And perhaps offer to refer them to another nanny you know who would love to pick up some extra hours on the weekend.

Practice self-care.

It's easy to feel taken advantage of if you aren't caring for yourself. Caring for children can be draining, working with the parents sometimes even more so. Ensuring that you are at your best physically and emotionally will ensure you have the reserves needed to set and maintain boundaries, recognize when you are being taken advantage of, and implement the corrective measures necessary.

While nannies are providing a service that requires meeting the changing needs of children and families, it's essential to speak up if that flexibility is driving a consistent change to your role, responsibilities, or duties. When you do, you can work with the parents to reevaluate their needs and determine what you can offer to best meet them.

Nannies are, by definition, caregivers. But too often, because of that nature and commitment to caring for children and families, nannies can find themselves in the position of giving too much or being taken advantage of.

If you're finding yourself in a position where you feel you may be giving more than you are getting, consider this action plan.

Update your written work agreement.

Having a written work agreement outlines the terms of the employment relationship and ensures that both nanny and parents have a mutual understanding of job-related duties, responsibilities, and expectations. Putting the effort in to clarify what the nanny's role is in writing can help to establish a parameter that can be enforced and gives the nanny something tangible to refer to if the boundaries start getting blurred.

Address job creep when it happens.

While most nannies are happy to pitch in and lend a hand with

whatever a family needs, the adage that today's favor is tomorrow's chore tends to be true. As soon as a favor turns into a regular expectation, it's time to speak up. Something like "I am happy to assist with the family dishes first thing in the morning, but if you'd like to add that to my job duties, we'll need to adjust my start day to fifteen minutes earlier and my pay to reflect that so that I can be ready to engage the children once they come downstairs," can communicate to the family that you're happy to go above and beyond, but you'll need to be compensated appropriately for doing so.

Set boundaries.

As a nanny, establishing and maintaining healthy boundaries can be a challenge. Setting boundaries is an important step in fostering a healthy nanny-family relationship. If the parents consistently come home late, and it's a win for you, agree to offer that flexibility—but on your terms and with proper accommodation. If you can't offer that flexibility, be clear about that too. If your work family regularly asks

RESOURCES FOR NANNIES

International Nanny Association

<https://nanny.org/>

US Nanny Association

<https://www.usnanny.org/>

Nanny Transitions

<http://www.nannytransitions.com/>

NannyTraining.com

<https://nannytraining.com/>

Nanny Counsel Facebook Group

<https://www.facebook.com/groups/nannycounsel>

National Domestic Workers United

<https://domesticworkers.org/>

**"OUR STUDENTS ARE PROUD WHEN THEY RECEIVE THEIR
CACHE CERTIFICATES, AND WE SEE THEM SHARING THEM
ALL OVER SOCIAL MEDIA AND ON THEIR RESUMES."**

**TONYA SAKOWICZ
FOUNDER, NEWBORN CARE SOLUTIONS**



ALL ABOUT CACHE



If you're from the UK, chances are that when you hear about CACHE, you recognize it as a household name in the nanny industry. But if you're from the US, you may have heard of the name but have little understanding of what this name means and the role it plays in the global nanny industry.

CACHE, or the Council for Awards in Care, Health, and Education, was established in the UK in 1945 by the Ministry of Health under the name of the National Nursery Examination Board, or NNEB. In 1994, the National Nursery Examination Board merged with the Council for Early Years Awards to form CACHE. In 2015, CACHE joined NCFE, the UK's longest-established awarding body.

NCFE is the UK's national educational awarding organization that designs, develops, and certifies diverse, recognized qualifications and awards, including for distance learning courses. It's a registered educational charity that has been dedicated to learning for over 150 years. While NCFE was originally called the Northern Council for Further Education, the organization dropped the full name in the 1990s to better reflect its geographical growth and mission.

Bringing CACHE to the US

In 2015, seeing the need to elevate nannying as a viable career choice, Stella Reid, who is most famously known as the star of the hit international reality television show *Nanny 911*, had a light bulb moment that culminated in the 2016 launch of Nanny Stella Training, the first and only US-based, CACHE-endorsed nanny training center.

What many people don't know is that the launch of this training was more than thirty years in the making.

With over three decades of experience in the childcare sector, Stella has always been committed to raising the bar for nannies and having them seen as more than glorified babysitters.

Her credentials include a Level 3 NVQ CACHE Diploma in Playwork, which is now the NNEB equivalent, a CACHE Customized Qualification in Newborn Care, and a Bachelor of Arts degree in human behavior. Stella has made a career out of combining her experience, education, and continued professional development.

Recognizing the need for third-party accreditation, Stella wanted to provide a path for nannies to obtain the same type of high-quality education and professional development with UK standards she was familiar with and knew she could trust.

Although CACHE is an international brand that originated in the UK, Stella advises that "US nannies should care about any brand that gives them access to education, training, and certification that will elevate their career. While the industry is not regulated here in the US, and no license, formal training, or certification is required to become a nanny, I don't see that remaining that way."

Michelle LaRowe, lead educator at NannyTraining.com, agreed: "It's been a long time coming to be able to offer nannies a third-party certificate. I am so pleased we can now provide nannies in the US with opportunities that were just a dream a short time ago."

Partnering with Nanny Stella Training, NannyTraining.com and Nanny Stella Training began the process to launch the CACHE Customized Qualification Foundation Practice for Nannies. Shortly after, through a partnership with Tonya Sakowicz, founder of Newborn Care Solutions, the CACHE Customized Qualification Foundational Newborn Care Training followed.

With more CACHE qualifications in the pipeline and expected to launch in 2021, US-based nannies now have access to two CACHE qualifications. Because NannyTraining.com offers its courses exclusively online, and Newborn Care Solutions offers courses online as well, nannies from around the globe have access to third-party-endorsed qualifications from wherever they have internet access.

All about Customized Qualifications

A CACHE Customized Qualification is a qualification that has been developed to meet the specific needs of learners, has been accredited by CACHE for demonstrating quality and rigor, and is designed to give formal recognition to an organization's courses, such as programs designed to enable professional development.

A Customized Qualification is an unregulated qualification and is not a nationally recognized qualification; however, it must follow the same requirements of the national frameworks.

On completion of the Customized Qualification, learners receive a certificate of achievement. The certificate is evidence of the knowledge and skills gained by completing the qualification, and the certificate of achievement is issued directly by CACHE.

To maintain quality, CACHE qualifications can only be obtained through CACHE-endorsed learning centers.

Why CACHE

CACHE Customized Qualifications allow educators and training centers to gain accreditation from a national Awarding Organization, which provides reassurances that the qualifications are of a high standard.

When considering certification for her newborn care courses, Tonya Sakowicz, founder of Newborn Care Solutions, chose CACHE: "We looked into multiple options for certification; however, it was critical to us that approval came from an organization that was a fully independent third party. And we wanted one with high standards and protocols in place. And, of course, everyone recognizes the iconic British Nanny around the world, so it was natural for us to consider pursuing this with an organization that is the Gold Standard worldwide. And given that CACHE has been around since 1945 and specializes in childcare programs, not in things like certifying forklift drivers, it just made sense to go with an organization whose focus was on our number one priority: children."

And once courses are approved by CACHE, they need to maintain their approval with annual auditing by CACHE. An External Quality Assurer (EQA) monitors the quality and consistency of any assessment decisions made and reviews the internal quality assurance taking place within each center. In addition, the EQA reviews the scheme of work for each Customized Qualification to ensure that the learning and assessment are being delivered effectively and to also review the Curriculum Vitae of all staff involved in the delivery of each Customized Qualification.

"We hope to have other courses also approved by CACHE in the future, but it is, of course, a rigorous process and takes considerable time, effort, and expense on our part to accomplish that," says Sakowicz. "Our students can have the assurance that what they are learning with us has been reviewed by experts in their field and that the information is evidence-based and directly relevant to the care of newborns, regardless of the student's specific career choice. Our students are proud when they receive their CACHE certificates, and we see them sharing them all over social media and on their resumes."

To learn more about CACHE courses offered through Nanny Stella Training, visit NannyStellaTraining.com.

ASK THE NANNY

Dear Stephanie,

I am not a great interviewer. I feel like I meet all the criteria of jobs, but it takes me forever to get a job offer. How do I get around this?

Sincerely,
Interviewing for Nanny Jobs

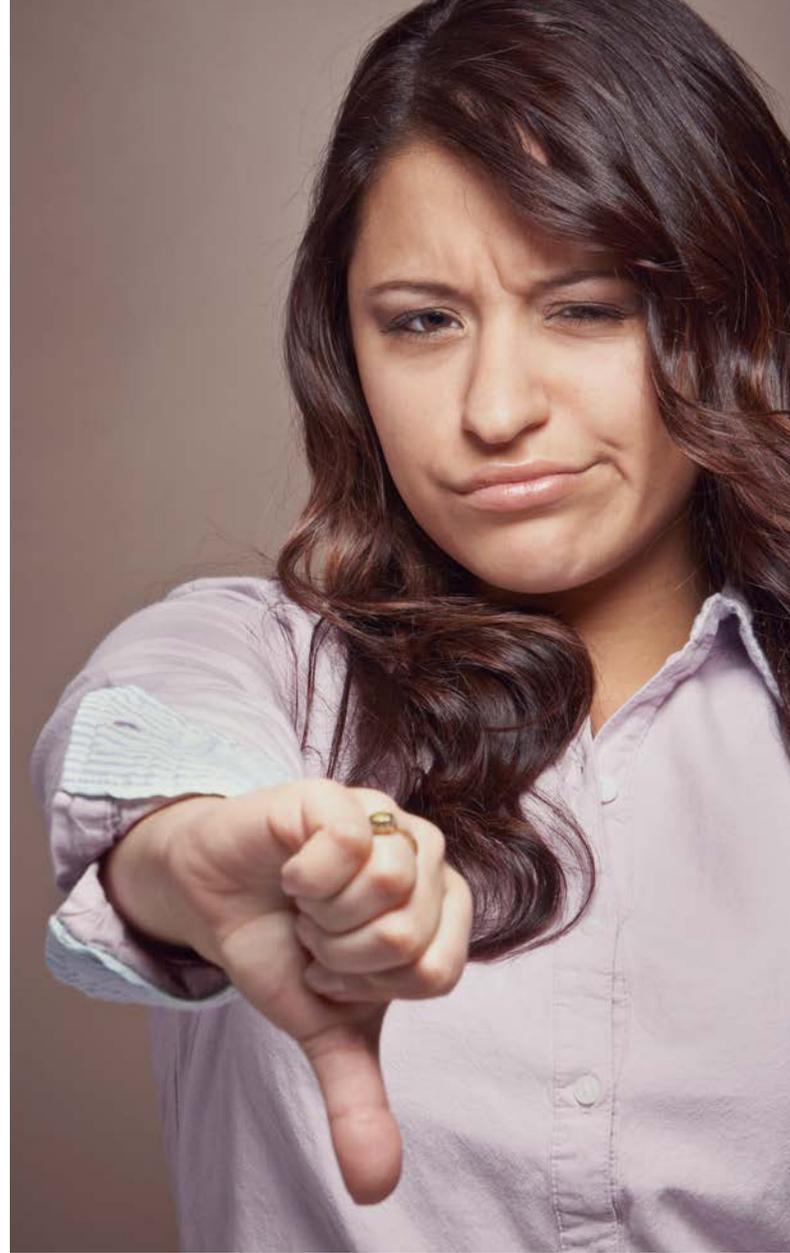
Dear Interviewing for Nanny Jobs,

To reduce anxiety and seem as natural as possible during a job interview takes practice. Sharpen your interview skills by having mock interviews with friends and family. When you don't have someone to practice with, try rehearsing in front of a mirror.

Carefully prepare your answers to frequently asked nanny interview questions. Some of the trickiest questions to answer are what you didn't like about previous nanny jobs and why you left previous jobs. When answering such questions, try not to complain about past employers. Although you should be prepared to briefly answer what you didn't like and why you left previous jobs, be respectful of professional boundaries and the family's privacy.

Also practice asking questions about the family, the children, the job duties, and the family's schedules.

Always arrive at in-person interviews promptly, clean, and dressed conservatively. Do not smell of perfume, coffee, or cigarette smoke.



Reciting your answers to interview questions out loud is an incredibly effective way to prepare for job interviews. Mock interviewing will help you be relaxed and demonstrate your enthusiasm and commitment to caring for children by working as a nanny in future nanny interviews.

Best of Luck,
Stephanie Felzenberg



Stephanie Felzenberg

Stephanie Felzenberg has worked as Nanny and Family Assistant for more than twenty-five years. She is the Newsletter Editor for the US Nanny Association and has been the Nanny Advice Columnist for Nanny Magazine since 2013. See her lesson plans, product reviews, and recipes for nannies on her blog at bethebestnanny.com.

Stephanie

Submit Your Questions to Stephanie
info@NannyMag.com

AGENCY ADVICE

FROM JESSICA SJOLSETH

I have been a career nanny for five years and am interviewing for jobs. Some of the families talk to me like I'm a babysitter instead of a nanny and seem more concerned with my rate than my expertise. How do I educate these parents without sounding like I just want more money?

Being a one-person advocate for the nanny industry is tough. As you said, it could appear that you have a self-serving motive to receive a better offer. Joining an industry association like the International Nanny Association (INA) provides you with compelling facts. Reading publications such as this and continuing to become an expert in your field are also ways to do this. It is important to be armed with third-party knowledge to explain where you fit into the spectrum of available candidates in an objective manner.

I would also recommend that you search through an experienced, long-standing, and reputable agency that is active in the nanny industry. Your agency should spend a great deal of time educating parents about the nanny and household staff industry.

Jessica Sjolseth

Jessica Sjolseth started with Mom's Best Friend in 2003 and serves as their Vice President, heading up their long-term placement team. She is married with four grown children.



FINDING YOUR NICHE

WORKING AS AN AUSTRALIAN NANNY

LAURA BENNETT



Laura has been an Early childhood educator for over twenty years in both center-based care and as an in-home care educator (Nanny). As a nanny, Laura has completed a variety of care, including private roles and short-term roles with families in crisis. Laura is passionate about caring for children of all ages, from newborns to early teens, and has some experience with children with additional needs. Her professional development opportunities have included the INA conference, a newborn care specialist course, becoming Nominee for Nanny of the Year for Placement Solutions, and numerous other courses about all things children. Away from work, Laura loves anything craft-related, walking, the gym, and coffee out with friends and family.

As an Australian nanny for the last ten years and having been in the childhood education industry for twenty years, I've had my eyes well and truly opened to the expectations of a nanny when working in a private home and the difference between a well-regarded professional nanny and a "babysitter" if I must use that term.

In Australia, the profession is one of the lowest-paid industries in the work field, and there are folk such as Louise Dunham of Placement Solutions who have worked tirelessly at attempting to help the government see that in-home care educators, which is the term for us here, are working under safe and equitable conditions while being paid appropriately. There are two clear differences in positions in Australia. The first is where families pay for the nanny services outright, and the second is where families get some government assistance to help with those payments. For most jobs, we are contracted to complete child-related tasks as nannies, and any additional home cleaning or organizing tasks attract a higher fee.

Before You Leave for Work

When I receive a confirmation from the agency, I print off the booking sheet, which gives me most of the details about the position. One of the first things I do is call the family, introduce myself, and ask any relevant questions pertaining to the position. I also ensure I have enough timesheets, medication permission, and accident records in my work folder. From the booking sheet and conversations with the agency about the children I am caring for, I collect a few age-appropriate items in my resource basket to help me engage with the children. This could be books, puppets, bubbles, balloons, or crayons. The other detail that is most important in my preparation for the day is whether the children have any allergies as this affects what I put in my lunch bag as meals and snacks.

While You Are There

Depending on the ages of the children, I will spend the day following as closely as I can to the family routine. I will often say to the parents

that my focus is on the children while they are awake, and when they have naps, I will clean up any mess made or, if the children are old enough, put on some dance music and have fun helping them to clean up the rooms we used during the morning. Some families will prepare meals and snacks, and others will guide me on what they wish their children to have in their absence. I like to eat with the children in my care if possible as I believe there are lessons of role modeling and opportunities for fun conversations. This also gives me the opportunity to have some quiet downtime in a break while the children are sleeping. Variety is the spice of life, they say, and I love to have variety in what I do with my charges, indoor and outdoor, creative and play, fast and slow, structured and own choice.

What You Do After

At the end of the day, there will always be an overlap and a handover. Depending on the nature of the position, this is either written or verbal. I love to let the parents know about what the children have eaten, how long they slept, and what activities we participated in together. I will always thank them for the honor of caring for their children and make sure I have everything before I leave. When I finish a day's work, I reflect on what worked well and what wasn't so great about the day, and I make sure that I notify the agency if I have any communication about the child or differences in the job. Me time is important when I get home. I try and prepare all my meals during the weekend so that I can relax and have meals organized to just heat up when I arrive home.

Since February, I have been doing short-term positions after finishing a fourteen-month private role with two children. Many of the families I work for ask me how I have enough patience to care for children all day every day. My answer is that nannying is not just a job for me, but a passion. I absolutely love what I do. The last few months have been tricky with COVID-19, but I am grateful that I have had some work and some time to reflect on what is important to me.

EXPERT TIPS

RAISING AN AVID READER

By Maria Jose Meneses



Maria Jose Meneses

Maria Jose Meneses is a Marketing Specialist and does Content Marketing at Porch. She is passionate about animals, and her hobbies are reading, writing, traveling, and music.

Reading is such a vital skill that it is one of the primary goals of early elementary education. In kindergarten, you learn the sounds that letters make and how to blend those sounds together to create words and to develop a huge set of sight words that you can read simply by looking at them. As you progress through elementary school, you will be required to read more for knowledge and retention. You will practice reading words and chapters aloud fluently as if you were talking. You gradually learn to read all types of texts and begin to employ books as a tool for learning new concepts as your education progresses.

Once the learning process is completed, you begin discovering your reading interests and start reading for fun.

However, there are some things nannies may do at an early stage to encourage children to develop a love of reading from a young age. Here are some tips and helpful information that can help you in your endeavor.

The Many Benefits of Reading

While most of us are aware of the numerous benefits of reading, it's beneficial to be reminded of them,

especially when dealing with reluctant readers. Nannies are well aware that reading requires self-discipline and patience and that it does not always deliver the instant gratification that movies and video games do. However, the more we understand the benefits of reading, the more determined we can be to encourage our children to develop healthy reading habits and spend time with books.

Top Reading Benefits

Increases vocabulary. Children who read are more likely to discover new words than those who do not. Reading helps children build their vocabulary and improves their ability to express themselves verbally and in writing.

Develops social skills. As children read, they develop an understanding of sentence structure and the variety of methods to communicate thoughts. This enables students to improve their communication skills. Better communicators are more adept at navigating their social environment than those who struggle with communication.

Assists in developing independence and self-confidence. Reading is a necessary life skill. When toddlers develop a sense of mastery of this talent, their self-confidence grows, and they become more autonomous as they are aware that they possess the ability to find answers to their questions.

Enhances safety. Are books capable of making children safer? When children read books, they are not exposed to potentially harmful content on social media platforms.

Encourages imagination. Reading words on a page enables children to transport themselves to different locations, worlds, and mindsets with their imaginations running wild.

Entertains and engages the reader. Staying up late because you're reading a fantastic book you just don't want to close yet is the main proof of the legitimacy of this benefit.

Enhances grammar abilities. Learning the mechanics of effective writing is not enjoyable. It's more enjoyable to discover these things while reading our favorite stories. We are completely unaware that we are acquiring these skills!

Stimulates curiosity. Reading helps us develop new interests by exposing us to subjects we were previously unfamiliar with. That spark of interest can set the stage for a lifetime of learning.

Six Ways to Motivate Kids to Read at Home

The earlier we begin to promote reading, the better, but it is never too late to instill a love of literature in our children. As a nanny, you sometimes get to know sides of the kids that no one else does. Because of that, you can rely on some tried-and-true strategies used by parents and educators to encourage children to read. Here are some suggestions to get you started:

1. *Establish a reading niche.* While you cannot have Belle's library (unfortunately), you can create a modest library or pleasant reading place in the house. It could be a reading tent tucked into a corner of your child's room or a window seat alongside a collection of nice books. Assist your kid in designing it so they feel invested in its outcome and don't forget to ask the parents for permission!

2. *Set an example.* Adults are the most effective educators, and children learn positive and negative behavior from their surroundings. If they never see us reading, they are unlikely to understand the essential importance of reading. Remember, actions speak louder than words.

3. *Read to them when they are young.* Children enjoy listening to stories, which also helps them acquire developmental abilities. Read to them and then engage in discussion about the story. You'll discover that your conversations will develop into priceless memories that you'll enjoy together. Additionally, if you read to children when they are young, they are more likely to find books interesting as they get older.

4. *Support children's reading interests.* Although fantasy or adventure stories may not be your cup of tea, it is more important for children to like what they read when they are young. Don't force them to read classics or more difficult books before they are ready. Contribute to their interests by taking them to libraries and bookstores in search of their preferred genres of literature.



Book Recommendations

If you're looking for ways to encourage your children to read, we've got some excellent tips. When establishing your personal library, it can be beneficial to search out award-winning titles. Consult your local children's librarian for recommendations on the finest books for your child's age.

Young readers (ages 4-7)

The Bear in My Family by Maya Tatsukawa

Black Is a Rainbow Color by Angela Joy
The Cat Man of Aleppo by Irene Latham

Middle readers (ages 8-10)

King and the Dragonflies by Kacen Callender

Show Me a Sign by Ann Clare LeZotte
Your Place in the Universe by Jason Chin

Older readers (ages 11-14)

Before the Ever After by Jacqueline Woodson

Snapdragon by Kath Leyh
Dragon Hoops by Gene Luen Yang

All ages

Zen Shorts by Jon J. Muth
The Ox-Cart Man by Donald Hall
A Child's Christmas in Wales by Dylan Thomas

5. *Take advantage of audiobooks.* They are light on the eyes and provide many of the same benefits as reading but in audio format. While driving or performing home chores, listen to audiobooks together.

6. *Read every day.* By incorporating reading into your child's everyday routine (or at least every time you get to look after them), you can help them develop strong reading skills. They will develop a positive reading habit that they can carry throughout adulthood.

Reading and Post-Reading Activities

You can complement reading with a few related activities to maximize the benefits for children. While you may believe that teachers have plenty of time for these types of activities, the reality is that children frequently do not have enough time throughout the school day to go through all the book activities. However, you can add to the classroom experience by going through your own enjoyable reading activities, such as the following:

Encourage your budding artist to illustrate their favorite books. Give them the opportunity to create a book jacket, bookmarks, or a poster for their bedroom walls. You can also channel your inner artist by grabbing some crayons!

Describe the text. To ensure that children understand what they are reading, have them describe what is happening in their book. The ability to paraphrase is a critical developmental skill. Additionally, you can ask them to describe locations and people. By discussing the texts with children, you can help them develop a stronger connection to what they've read. This relationship helps lay the groundwork for a lifelong love of literature.

De-stress and unwind. Children, too, experience stress. Books can assist them in de-stressing. Unwinding with books teaches kids that there are healthy ways to alleviate stress and recharge their batteries after a long day.

Ask your kids to identify unusual words in the book. Choose a newly found word and discuss its meaning. Then, throughout the day, make a game of incorporating that word into your conversations. This will help them to develop a stronger working vocabulary.

Write a letter to an author. When your child discovers a book they adore, take the time to write the author or publisher a letter or postcard. Publishers frequently respond and occasionally give wonderful gifts, such as bookmarks.

Attend library programs. Public libraries offer a variety of book-related activities and storytelling sessions throughout the year for children of various ages. Be sure to encourage your kid to participate in the summer reading program at the very least. It's an excellent opportunity for them to connect with other young readers and participate in enjoyable activities together.

Reading Abilities According to Age

While everyone develops at a different pace, there are several indicators that you can follow to ensure that your children have the reading abilities necessary to succeed as young learners. We've summarized them below.

Infants (up to twelve months)

- Recognize that speaking conveys meaning.
- Memorize up to fifty words and their meanings.
- Respond when addressed.

Toddlers (ages 1-2)

- Pretend to read books.
- Capable of pointing to and identifying images in books.
- Capable of turning book pages.
- Respond to straightforward questions regarding stories (e.g., what is the farmer's name?).

Preschoolers (ages 3-4)

- Understand how to properly care for books (i.e., do not tear pages nor color in them).
- Possess the ability to retell their favorite stories.
- Independently read a book.
- Are aware that letters combine to form words.
- Begin learning (and eventually mastering) the alphabet.

Kindergarten (age 5)

- Acquaint themselves with letters and their sounds.
- Possess the ability to match spoken words to printed text.
- May be able to provide a definition or explanation for words.
- Can predict what could happen next in a story.
- Can retell a story accurately.

Young Elementary School Students (age 6-7)

- Can read longer texts (i.e., chapter books) independently.
- Can read aloud more fluently as time goes by.
- Correctly follow fundamental punctuation (i.e., period and question mark).
- Can spell age-appropriate terms accurately.

Older Elementary School Students (ages 8-10)

- Can spell an increasing number of difficult words and incorporate them into their own writing.
- Can write concise explanations of what they've read.
- Can accurately and succinctly respond to questions regarding what they've read.
- Can recognize several genres of literature (poetry, biography, fiction, non-fiction, etc.).
- Can distinguish between several parts of speech (i.e., noun, verb).

Students in Middle and High School

- Capable of reading and composing more difficult writing.
- Produce essays and term papers.
- Correctly cite sources.
- Determine the main concepts within a text.
- Analyze the author's point of view or perspective.
- Read increasingly difficult passages.



THE ABCS OF RESPECTFUL CARE

BY DANIELLE BUJNAK

Editor's Note: This is part of an ongoing series entitled *The ABCs of Respectful Care*. Read all installments in the 2020/2021 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.

SELECTIVE INTERVENTION, OR SUPPORTED STRUGGLE

Selective intervention is a term that was coined by Magda Gerber, the founder of RIE® (Resources for Infant Educarers®). When we selectively intervene, we intentionally choose the interventions that we will make in an infant or child's world. We begin with the least-invasive intervention and move to more-invasive interventions only when the infant or child communicates to us that they genuinely need a deeper level of intervention.

Another common way of expressing this idea is calling it "supported struggle," meaning that the child's struggle is not viewed as an enemy to be eradicated. (Struggle is actually an unavoidable aspect of human life and we are better off when we are equipped with tools and habits to handle it.) Rather, the issue to be addressed is the child's lack of specific skills that they need to conquer this particular struggle. We support the child's struggle by offering targeted interventions only for the aspect of

the struggle that is overwhelming at that moment, and thus we allow the child to stretch their capabilities and grow and overcome obstacles on their own.

A common example is a young infant who is crying in the crib. The most invasive intervention would be to go into the room, walk over to the crib, pick up the child, and hold them and rock them to comfort them. That's essentially doing everything all at once; there isn't much more one could possibly do to intervene in the child's world at that moment.

The least invasive intervention would be to go in the room and stand next to the crib and talk or sing to the infant, or make a soothing shushing sound to comfort them. The next level of intervention would be to reach into the crib and pat the infant's tummy (assuming they are a young infant and have been placed safely on their back to sleep!). The next level of intervention would be to gently rock the baby's body back and forth from side to side in the crib. Then if that doesn't provide enough comfort, you could progress to more invasive interventions such as picking up the child.

Assuming the infant's competence—because we have an image of the infant as competent, and we know the infant will experience our intervention as a confirmation of our belief in their competence, or of our belief in their incompetence—means that we will begin with the least invasive intervention.

Selective intervention, or supported struggle, is a critically important component of relationship-based care. It guides the neurological foundation for social and emotional competence far beyond the context of the individual interaction (e.g., sleep, feeding) because it facilitates the development of a robust sense of personal agency and self-confidence, as well as laying down patterns for what healthy relationships look and feel like.

TEACHING & LEARNING

Teaching and learning are actually one term, as far as I am concerned, because they are correlative terms for the same interaction: whenever I am teaching, I am also learning, and when I am learning, I am also teaching. In the constructivist view of education, we construct our learning through interacting with the world outside of us. These interactions can be with the physical world—for example, with Montessori materials, or with loose parts in a Reggio-inspired environment. Obviously, these interactions can also be with other people. The social constructivist focus is on the learning and teaching that takes place in these relationships, which is just another way of saying relationship-based care. The adult and the child are partners in the project, and thus we co-construct our learning together.

This is a dramatically different way of thinking than the common conception of a teacher who is imparting knowledge to a student who is a blank slate, or into whose empty mind the teacher is pouring the knowledge that they have. That perspective assumes the child knows nothing and has nothing to contribute to the teaching experience, which directly contradicts the image of the child as competent.

In the social constructivist view, the child is a competent partner even when we are teaching them something that they really do not know: how to brush their teeth, or how to cross the street safely. We still see the child as an equal partner in the process of teaching and learning because the child is bringing their valid and valuable experiences and perspectives to this interaction. We can see every guiding, caring, teaching, and learning interaction with the child as an opportunity to learn about the child as a person.

When I approach an interaction with a child with the image of the child as competent in the front of my mind, it genuinely becomes both a teaching and learning experience for me because I am open to learning new things about the world through the ways that children think about and communicate things.

One of the things I enjoy most about my work with children is how my own worldview and perspective is shaped and improved by the refreshing perspectives of the children with whom I have been fortunate to engage in guiding, caring, teaching, and learning over the years.

UNFOLDING DEVELOPMENT

The concept of unfolding development means that earlier stages of development are necessary for (and eventually develop into) later stages. For example, a child has to learn how to walk before they can learn how to run. The ability to walk unfolds into the ability to run, though there is no necessary condition of how long this might take. The child might walk for 20 seconds and then start running, or they might walk for 20 days or 20 weeks before they start running. But regardless of how long it takes, you cannot run until you have first walked.

Dr. Montessori in particular noticed and documented many progressions of unfolding development, including much smaller ones like the importance of strengthening and coordinating the small muscles in the fingers and hands in preparation for the pincer grasp, which is required later to hold a pencil. Thus, in the Montessori approach, the child engages in early practical life skills work with pouring and wiping and wringing out the sponge, which months or years later unfolds into being able to hold a pencil effectively. In addition to physical skills are the social and emotional developmental progressions which occur according to this unfolding.

When we think of development as an unfolding process, we can see an additional value in earlier activities in virtue of the doors they open in the future. We talk about using predictability and routine (and having an image of the child as competent) so in the context of unfolding development, we see that the way we choose to change a young infant's diaper can lay the neurological foundation for notions of before and after, for delayed gratification, for emotional resilience, and eventually for being better able to resist peer pressure years later when the child is in elementary, middle school, and high school.

Therefore, this concept of unfolding development is central when we are planning how we are going to interact with children (i.e., curating the social and emotional aspects of the environment) because it means that we are beginning with the end in mind. We are looking forward to what will unfold later from the conditions that we are curating in the child's environment right now.

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.





10 THINGS TO THINK ABOUT BEFORE BANNING ON-THE-CLOCK PHONE AND SCREEN USE

By Glenda Durst



Glenda Durst has been a professional nanny for thirty-five years. She has a BA degree in Social Work, an Infant Certificate, a Toddler Certificate, and a Sign Language Certificate, and she was chosen as the 1993 International Nanny Association Nanny of the YEAR. She has taken and passed the INA Nanny Credential Exam and served on the INA Board of Directors for six years. She also wrote a professional nanny column in a nanny agency newsletter for five years.

Years ago, nanny agencies and prospective families would inquire about a nanny's views on television watching and their personal television viewing habits in their off or downtime as part of the interview process. Families feared that their nannies would let the children watch hours of television rather than actively engaging them in outdoor pursuits and hands-on learning. Many families would limit their children's television exposure to thirty minutes a day or none at all, and they wanted a nanny who would follow suit. This practice often led to a double standard in which minimal or no television watching was allowed during the nanny's work hours, but parents would allow children to view television before or after the nanny's shift.

We are now seeing the same trend with regards to phone and screen time. Some parents and nanny agencies are concerned with the nanny's use of phones and screens during work hours and are actively screening for responsible use as part of their interview process.

Before implementing a no phone or screen time policy for nannies, it's important to consider the role handheld devices play in the life of a professional nanny.

1. Responsible Use Is Possible

Agencies and prospective families concerned with a nanny's use of phone or screen time during work hours can address these concerns during the interview process. Agencies and prospective families can ask about the nanny's views on phone and screen time and her on-the-job usage habits. As part of the reference-checking process, agencies and prospective families can inquire about phone use when discussing the nanny applicant. Keep in mind that each family is unique. Some families require the nanny to always be reachable on her phone, and others go so far as to make it required that the nanny text and email as part of her daily responsibilities. When checking the reference, it is essential to understand what the expectations were around phone usage and if the nanny adhered to them. A professional nanny will use her phone responsibly during work hours, limiting her social media surfing to her downtime when the children are napping.

2. Phones Serve as a Safety and Convenience Tool

Having access to a smartphone can provide families and nannies with a measure of safety and comfort. Parents who allow their nanny to have and use her phone during working hours can be assured that if something unplanned should happen, the nanny has a way to contact emergency services, the children's doctor, and the parents to inform and update them on an issue. They can also communicate a scheduling change for a planned outing. Nannies also use their phones to order food and drinks for pick up or delivery, to pre-shop at Target, to look up directions, to tell time, and to set reminders so they aren't late. For nannies, sharing locations with employers, accessing apps to track hours and mileage, and contacting emergency services are just some of the convenience and safety offerings that are utilized regularly.

4. There Is the Right Use for the Right Job

In a world with instant access to everything, including social media, it's understandable that parents and agencies may be concerned with nannies and their phone use. In fact, on its website, Westside Nannies, a Los Angeles-based agency, refers to cell phone use as the "#1 Job Killer for Nannies". Nannies who spend their whole day looking at their phones will certainly not last long as a nanny.

Each nanny position is unique. For nannies who care for children who split their time between two parents' homes and are responsible for arranging care and transportation to and from each parent's residence, for example, phone use on the job is likely required. A nanny who also serves as a household manager and is responsible for arranging vendor appointments, repairmen, and online ordering for the family will also need regular access to her phone.

5. Guidelines Should Be Included in Your Contract

Parents, agencies, and nannies should work together to develop appropriate phone use guidelines. These guidelines should be included in a nanny's written work agreement. Items to address include phone use while driving, social media use or internet searching during downtimes, a set time for checking in with each other during the day, and limits on personal phone calls while on duty. Outlining what the expectations are around appropriate usage

can help to ensure everyone has the same understanding of fair and appropriate use.

6. Phones Can Be Used to Access Educational Resources

A professional nanny may use her phone to research new arts and crafts projects and ideas, or she may Google learning websites, like ABC Mouse.com or Education.com, which have enormous learning potential for preschoolers through fifth-graders. A nanny in charge of virtual schooling may also need to be accessible to school staff throughout the day and may be utilizing her phone to monitor school progress. Nannies may use the internet to gather resources for projects and learning activities and to participate in other nanny groups that share curriculum, activities, and ideas.

7. Setting Privacy Expectations Is Essential

Establishing and following clear guidelines is essential, especially when it comes to privacy. Parents and nannies should address if the nanny is allowed to take photos of the children, who she has permission to share them with, and what the limitations are surrounding social sharing. Since many photos have geo-tracking capabilities, parents may also wish to address settings that disable that feature when using the phone for work-related activities.

8. Be Realistic About Usage

Nannies typically work forty to sixty hours per week. That means they are typically working during banking hours, when doctors' offices, financial institutions, and other professional practices are open.

There will be times when the nanny will need to take or make a call during work hours. A nanny may have a health or family emergency or crisis and need to make numerous calls during a short window of time. When life happens, these moments are short-lived, and typical practices are returned to once the crisis is resolved.

9. Work with the Right Team

Having a successful agency, family, and nanny relationship starts with respect and clear communication. Not every nanny is a fit for any family. If you have strong views on phone and screen use and the role they play in your work, it is important to work with a family and/or agency that shares that same view. As Laura Wallace stated in the last issue of Nanny Magazine, "Finding an agency that will work for you is worth

FIVE MYTHS ABOUT BEING A NANNY

Guy Maddalone

When it comes to fact and fiction, do you know what's myth and what's not? Here are the top five myths that are often mistaken for truth when it comes to being a nanny.

1. Nannies are independent contractors.

This is one of the biggest myths in household employment and the most important one to dispel.

The IRS considers nannies to be employees of the family they work for, not independent contractors. It is simply a matter of control. The family sets the nanny's hours, tells them what their job will entail, and provides the tools and equipment for the nanny to do their job (for example, a baby stroller or kitchen utensils). The family controls the nanny's employment. An independent contractor, on the other hand, sets their own hours, performs the job as they see fit, and uses their own tools and equipment. They are in control of their employment.

Families and even their accountants will try to misclassify their nannies to avoid tax responsibilities and other compliance requirements. An employee has Social Security and Medicare taxes withheld from their pay and is covered by unemployment insurance, paid sick leave laws (where applicable), workers' compensation (where required), and other protections. The family also pays into their employee's Social Security and Medicare, while the employee is responsible for income taxes.

An independent contractor does not enjoy the benefits of being an employee, such as unemployment insurance, and must pay both the employer and employee portions of their FICA taxes.

It is to a nanny's financial benefit to be correctly classified as an employee. If a family or their accountant has any doubts about how a nanny should be treated, they can file Form SS-8 with the IRS for their determination.

2. Live-in nannies can work in exchange for room and board.

Live-in nannies, just like their live-out counterparts, must be paid for all hours worked, including overtime. They cannot work their job and be compensated with "free" room and board.

According to the IRS, families who employ a live-in nanny can exclude the cost of room and board from their nanny's pay as long as the meals and housing are provided in the family's home, for the family's convenience. If a family chooses to deduct this amount from their nanny's wages, they still must pay an hourly rate at or above the prevailing minimum wage (the highest of the federal, state, and local rates).

In some states, like Massachusetts, a household employer is not allowed to deduct the total cost of housing from a nanny's pay if the job requires them to live in the family's house.

A family may also be deemed a landlord if they take room and board out of their employee's wages because the nanny is now considered to be paying rent. That means that the family and nanny must have a landlord/tenant contract in addition to their work agreement.



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*.

FIVE MYTHS ABOUT BEING A NANNY

1. Nannies are independent contractors.

2. Live-in nannies can work in exchange for room and board.

3. Families can "bank" a nanny's hours.

4. Paying half on and half off the books is a good compromise.

5. Families are legally required to offer benefits.



3. Families can “bank” a nanny’s hours.

Before we get to the idea of “banked hours,” we need to discuss guaranteed hours, which are common in household employment. With guaranteed hours, a family and nanny agree to an hourly rate, an overtime rate, and the typical number of hours to be worked each week. For example, a family and nanny might agree to a forty-five-hour workweek at a rate of twenty dollars per hour with time and a half for overtime. The nanny’s compensation would be \$950/week (\$20 x 40 regular hours + \$30 x 5 OT hours). The nanny would be paid this weekly rate as long as they did not exceed forty-five hours. They could work thirty or forty hours and still be paid the same amount. The family is “guaranteeing” their nanny’s availability for forty-five hours/week whether they need them for the whole time or not.

Banking hours is when a family requires their nanny to make up any unworked hours at a later date. Let’s say a nanny with guaranteed hours is supposed to work until Friday at 6:00 p.m. One week, the family plans to go away for the weekend, so the nanny is off work at 12:00 p.m. While the nanny is paid for the unworked hours, the family puts those six hours in the “bank” to be used later when the family needs the nanny to work late or the parents go on a date night. These banked hours are unpaid. This is an illegal practice as nannies and other household employees must be paid for all hours worked in a workweek.

4. Paying half on and half off the books is a good compromise.

For a couple of reasons, a nanny may want to be paid half on and half off the books. Perhaps they qualify for a health insurance subsidy that will disappear if they make too much money. Or they want to increase their take-home pay without fulfilling their entire tax obligation. This may seem like a reasonable compromise, especially if the family likes the nanny. Plus, everyone saves on taxes. But this is a bad idea even if it is well-intentioned.

If the nanny files for unemployment and claims their full wages (what was paid to them on and off the books), a red flag goes up at the state labor agency as the family was only reporting the “on the books” pay. The family will get fined and pay back taxes with interest. The state will also share this information with the IRS, so the family can expect to face more fines, penalties, and back tax payments from the federal government.

The nanny will also get in trouble for fraud if they were receiving subsidized health insurance. They could also have their future wages garnished by the state to make up for lost tax revenue.

There are other, legal ways to help support the nanny’s health benefits without paying them under the table.

A family can set up a Qualified Small Employer HRA (QSEHRA) and put tax-free money into an employer-funded account that their nanny can use to purchase health insurance on the individual market or the health care exchange. This account can also be used to pay out-of-pocket medical, dental, and vision expenses.

The tax savings from a QSEHRA can help partially or even fully replace the amount of a potential subsidy. Plus, there is no risk of fines, penalties, or back taxes.

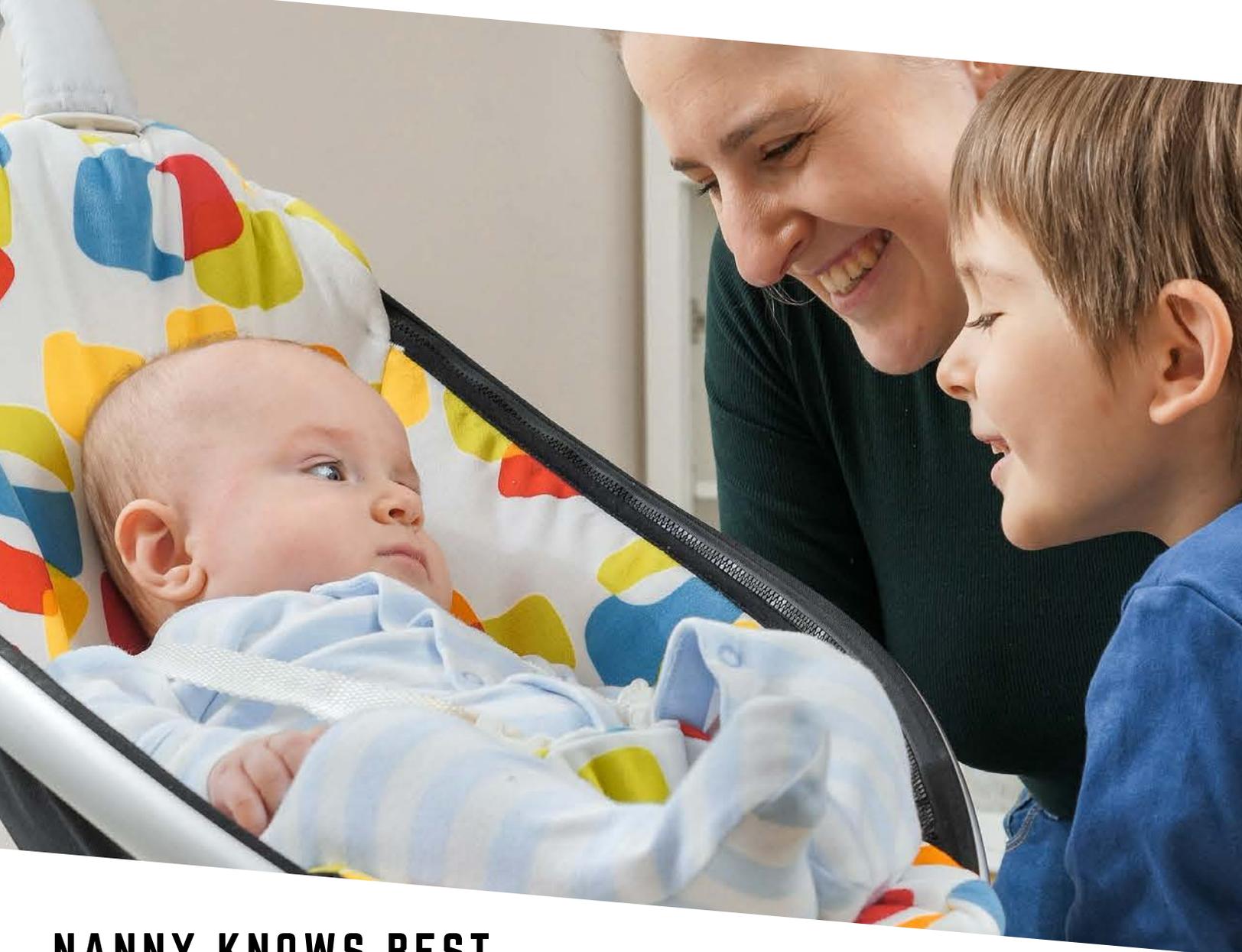
5. Families are legally required to offer benefits.

Families do not need to provide vacation time, paid time off, health benefits, or in some cases, even sick days to their nanny. A job offer without these standard benefits would not attract quality candidates, but it would not be illegal either.

Nannies and families, however, do need to be aware of a growing trend of states and cities implementing paid sick and family leave laws. These new rules often cover families with household help even if they only have one employee. In some cases, a nanny can accrue paid leave and use it for their own health needs or for those of a family member who needs care. In other cases, like New York and Massachusetts, a small amount of money is withheld from a nanny’s paycheck and is used to cover a portion of their pay if they use sick or family leave. A nanny needs to be paid on the books to take advantage of these programs.

Also, many states and cities require household employers to provide pandemic-related leave that can cover quarantining, seeking a diagnosis, suffering symptoms of COVID-19, caring for a family member, getting the vaccine, and dealing with vaccine-related symptoms. The American Rescue Plan extended voluntary federal pandemic-related paid sick and family leave through September 30.

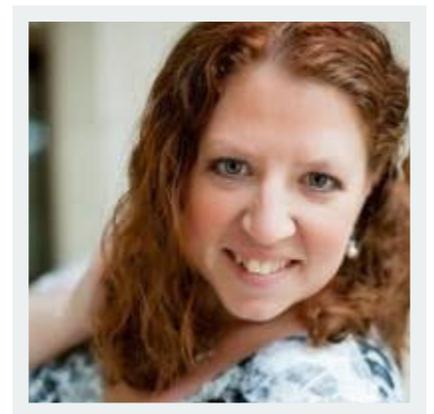




NANNY KNOWS BEST

SO YOU'RE HAVING A BABY? FIVE TIPS AND STRATEGIES FOR BRINGING YOUR BABY TO WORK WITH YOU

— BY 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.

I was eleven years into my professional nanny career, and I had worked for four different families, caring for a total of eight children. I cared for these children as if they were my own, as much as a nanny could.

I was six years into the job with my third nanny family when I became pregnant with my daughter.

I was facing a crossroads.

I didn't want to put my child in someone else's care while I cared for other people's children. I was soon to be a nanny turned mom. I wanted to care for my own child as I had lovingly cared for others.

Thankfully, I had an employer who appreciated the time I had already put into their family and was open to trying out having me bring my daughter to work with me. While I was grateful for this unique opportunity, it didn't come without its own set of challenges.

I believe these five tips and strategies that I learned, which helped me create a successful situation, can help nannies and families create a win-win arrangement too.

1. Keep the line of communication open.

Isn't communication always at the top of the list? Set up a meeting with your employer to discuss the possibility of bringing your child to work with you and what that may look like. Communicate how this will impact your role in the family and how you will handle logistics, like doctor appointments, maternity leave, paid time off, and other business-related topics. While you are not required to discuss any personal medical information with your employer, if you think something will affect your job performance or require extended time off, being open and honest with your employer can go a long way. Remember to be professional. If you are job searching while pregnant or after you have had your child, do not hide anything that will affect your job performance. When job searching, communicate what you can bring to the table first, then disclose that you plan to bring your child to work with you. Finally, share the added benefits that this arrangement may have for the right family. As you navigate the ups and downs that come with bringing your child to work with you, it's important to communicate what is working and what is not. Being willing to adjust as you go and maintaining open communication for the long haul will help ensure any issues get addressed as they arise.

2. Highlight the perks. While many employers will automatically dismiss the thought of a nanny bringing her child to work with her, once others see the full picture and the benefits it could have for their family, they may be open to giving it a shot. A built-in playmate to boost social development while minimizing exposure to additional sicknesses that may occur when a child attends daycare, stability for children you are currently working with so that they don't have to transition to a new nanny, additional flexibility in scheduling because your child is with you, and a provider who really understands what it's like to be a parent are just some of the perks that come with a nanny who brings her child to work with her.

3. Don't confuse the arrangement with a nanny share. Many people would classify a nanny bringing her child to work with her as a nanny share. A nanny share is when two (or more) families hire the same nanny to work for them. The decision-making for the job description, duties, locations, hours, responsibilities, and more are made by the hiring families, not the nanny. When a nanny brings her child to work with her, she is not making any of those decisions. The child is an extension of the nanny who is employed by the family and as such must fit into what has been established by the employer.

4. Have a solid contract. Make sure not only that your contract includes the usual things like job duties, hours, compensation, and benefits, but also that it has added language that addresses bringing your child with you to work. Be sure to cover what you are responsible for, what your employer is not responsible for, who pays for required activities, and what happens during illnesses. There are some great nanny groups and sample contracts out there for "nannymoms," as moms who bring their child to work with them are affectionately called. In the professional world, it's highly unusual to be able to bring your child with you to work. It's also unusual to be managing an employee who brings her child with her, so remember to have patience, understanding, and grace as you navigate this new road together.

5. Know your worth. Many families want a nanny to substantially discount her hourly rate because she is bringing her child with her to work. What sometimes gets lost in translation when you ask to bring your child with you is that you are still going to perform the duties and tasks required of you and that your time and expertise are still valuable. Yes, at times your attention will be on your child, but most



nannies are great at caring for and meeting the needs of one child without sacrificing the needs of another, especially if they've come from a daycare background or have cared for siblings. Some nannymoms are willing to lower their rate in exchange for being able to bring their child to work with them, but oftentimes this is not required. There are families out there who will see your worth and the added benefits of you bringing your child with you. You just need to know your bottom line for what will work for your family and commit to not crossing that line.

While finding nanny families who are willing to try the arrangement can be challenging, it can be done. Finding other nannymoms to lean on for support and advice can be valuable during your job search and while on the job.

CONTINUED FROM PAGE 18

their weight in gold." This statement is very true.

10. Be Consistent with Expectations

Once guidelines are established, it's important that they are followed. If limits are set surrounding not using the phone while in a vehicle, for example, parents must be careful not to scold the nanny for not answering their call or text quickly enough because they were in the vehicle. When parents set a policy, they must be consistent in adhering to it and enforcing it so as to not undermine the policy or cause confusion.

Having access to a smartphone can ease a family's concerns about their children's wellbeing and safety during their absence and, at the same time, be a cause for concern if they think their nanny may be paying too much attention to their phone and not enough to their children. Nannies must take a commonsense approach and commit to responsible use within their employer's guidelines while the children are in their care.



NORLAND GOES GLOBAL

AN INTERVIEW WITH DR. JANET ROSE



What makes the Norland program a global program?

The Norland program is completely unique and offers a perfect blend of theory, practice, and hands-on experience. It is the only higher education early years practitioner course of its kind in the world and is globally renowned for its exceptional training and best-in-class graduates. The Norland community has welcomed international students from the EU and students with dual UK citizenship for many decades and has significant experience supporting international students throughout their studies and careers. The Norland Agency, which was set up in parallel with Norland in 1892, has placed graduates in nanny and maternity roles with families all around the world for almost 130 years. One of our most famous Norlanders, the royal nanny, who works for the Duke and Duchess of Cambridge, is from Spain. As a globally renowned leader in early years higher education, Norland works with organizations all over the world to offer training, consultancy, and charitable student work placement schemes, including in Japan and Australia, as well as across Europe.

Who is the ideal Norland student?

In addition to our academic entry requirements and international equivalents, we are looking for applicants who can demonstrate passion and commitment to caring for children in the early years. We expect applicants to have some experience in childcare. This could include babysitting, nannying, volunteering at a children's group, or helping to care for younger relatives, for example. We interview all applicants that are predicted to meet our entry requirements, and candidates also take part in a task designed to assess their communication skills and enthusiasm for working with babies and young children. Applicants are not required to have studied for an early years qualification before they come to us as we teach all of the knowledge and skills they will need. Among many traits, Norland Nannies need to be loving, kind, honest, creative, practical, responsible, organized, and willing to continually learn and improve in order to do the very best for the families and young children with whom they work.

Are there opportunities for financial aid or scholarships?

All applicants, once they have secured the offer of a place to study, are invited to apply for financial support through the Emily Ward Bursary scheme. The scheme is means tested, meaning that students who can demonstrate that their household income is low or limited are especially considered. Additional consideration is given to applicants from the following under-represented groups at Norland: male and non-binary students, students of under-represented ethnicities, mature students, and students that are foster care leavers. In 2020/2021, a total of £194,900 was awarded in bursaries, providing one in four (25%) of all students with financial support.

What are the minimum entry requirements?

Applicants must be aged eighteen or over by the course enrollment date to apply to Norland. Our minimal entry requirements are ninety-six UCAS points and a minimum of five GCSEs at grade four (grade C) and above or their equivalent international qualifications. We will need to check equivalent international qualifications using the UK ENIC database to confirm that the qualifications of international applicants meet our minimum requirements. UK ENIC is a national agency and provides the only official source of information on international qualifications to individuals wishing to study in the UK. Applicants must also be able to demonstrate they have sufficient English language competence to complete the

What prompted the change to accept international students?

Historically, only students from the UK and the European Union (EU) have been able to access Norland's world-famous early years higher education training. The UK's departure from the EU means that Norland can no longer accept students from outside the UK. At the same time, there is strong international demand for Norland graduates (Norlanders), which cannot currently be met. The US is the most dominant country outside the UK, accounting for almost half of all international jobs placed with the Norland Agency. There is also significant demand in Europe and Asia. It was critical, therefore, that Norland secure an international student visa sponsorship license both to enable students of all nationalities to benefit from its exceptional training and lifelong career support and to help fulfill some of the high demand for its graduates from families all around the world.

Tell us more about the Student visa process.

International applicants receive tailored support through the application process and throughout their studies. A dedicated International Student Manager provides guidance through the visa application and immigration process, as well as throughout their time at Norland. The first step for international students is to apply to study at Norland through UCAS (the UK's Universities and Colleges Admissions Service). Once they have received the offer of a place to study, Norland will provide a Confirmation of Acceptance for Studies (CAS) statement and reference number, which can be used to apply for a student visa online from their home country. Once the visa application has been successfully completed, a Biometric Residence Permit identification card will be issued, confirming their identity, the right to study in the UK, and the right to any public services or benefits. Full information on what is required, the process, and contact information is on the Norland website, norland.ac.uk.

Have you had any interest from students in unusual or unlikely places?

The award-winning program receives regular inquiries from students from all corners of the world. Most international inquiries come from the US, but many come from countries in Europe, Asia, Latin America, and Africa, as well as Australia and New Zealand.

training. Applicants that are unsure about their qualifications should contact the Norland admissions team.

Anything else you'd like to share?

Norland offers a life-changing higher education training program like no other. For the first time in Norland's history, students of all nationalities can access its world-famous training and benefit from exceptional career opportunities and lifelong support. In June, Norland was named the top university in the UK for enhanced graduate outcomes at the Whatuni Student Choice Awards, beating many other universities to the top spot. No other university offers its fully qualified graduates 100% guaranteed employment. There are currently seven jobs for every Norlander seeking one through the Norland Agency and an average starting salary of £40,000 within twelve months of qualifying.

Norland was founded in London in 1892 by Emily Ward as the first educational establishment anywhere to offer any kind of childcare training. Norland has been at the forefront of early years education ever since and will celebrate its 130th anniversary in 2022. Today's students study for a BA (Hons) degree in Early Years Development and Learning alongside the prestigious Norland diploma, a unique qualification that teaches all of the practical skills required to care for babies and young children. Students gain additional skills and experience as part of Norland's value-added curriculum, including self-defense classes, security and cyber-security training, emotion coaching, sleep and behavior, skid pan driving, baby massage, communication skills, and many more. Around 50% of their time at Norland is spent gaining experience in a range of placements, including in nurseries and schools, maternity and pediatric hospital wards, special educational needs settings, forest schools, and with families.

In their fourth year of training, after completing their degree, students are employed in a full-time, salaried probationary nanny role found and fully supported by Norland. No tuition fees are due in this final year. On the successful completion of this year, graduates earn their diploma and the professional title



Norlander or Norland Nanny. Norland-trained early years professionals are employed worldwide through the Norland Agency as nannies and maternity nurses, commanding the highest salaries in the industry, clinching the most sought-after posts, and enjoying a busy life often working for high-profile clients.

Norland is centrally located in the UNESCO World Heritage city of Bath, home to stunning Georgian architecture and important Roman sites. The city in southwest England has also just been named one of the World's 100 Greatest Places 2021 by Time magazine. A beautiful, historic, and vibrant university city, Bath has a large student population thanks to having two universities as well as Norland on its doorstep. The city center is easily accessible and small enough to explore on foot. Bath bustles with life and entertainment, offering a diverse range of shops, art galleries, museums, theatres, restaurants, cafes, cinemas, sports venues, bars, clubs, a natural thermal water spa, and an annual calendar of festivals and events.

Even with the challenges of COVID, Norland remained fully operational and continued to provide most of its teaching and learning (80%) face-to-face on-site throughout 2020/2021. This is due to the course's exemption from lockdown restrictions as a result of its practical and critical nature. No cases were transmitted on campus thanks to Norland's raft of risk mitigation measures, high hygiene standards, and regular asymptomatic testing. Norland's strict measures ensured that its high quality and standards were unaffected and that students did not miss out on the important practical experience and skills needed to become an excellent Norland Nanny. Nannies are considered key workers in the UK, so they could continue to work even during lockdown.

Norland is accepting applications through UCAS (the UK's Universities and Colleges Admissions Service) from 7 September 2021 for September 2022 entry. For further information, to register for an open event, or to get in touch with staff or current students, visit the Norland website at norland.ac.uk.





People Profile

Tassecia Simpson-Little

Tassecia Simpson-Little is a professional nanny and the founder and CEO of The Nanny Cards where she creates and distributes unique greeting cards specifically designed for those within the nanny industry.

How did you get involved in the nanny industry?

I had no intention of being a nanny; I was enrolled in college, pursuing my degree in social work. I knew I wanted to help children; I just didn't see myself doing it in this way. My aunt had a home cleaning company, and to make extra money, I decided to work with her a few days a week. She took me to these beautiful homes and exquisite apartments. When I was in these homes, I would often meet the nannies and would eventually have a conversation with them and play with the children. One nanny in particular shared with me what her job entailed and the benefits of being a nanny. I then decided to apply for part-time nanny positions until I landed my first job. That was eighteen years ago!

Why did you start The Nanny Cards?

I started The Nanny Cards because I wanted to give special cards to my nanny kids. Whenever I would go card shopping, I would say to myself, Why aren't there any cards for nannies to give to their nanny kids or their mom bosses? I would end up having to settle for a generic card or cross out the titles (Aunt, Grandma, Teacher, etc.) that were printed on the card. I also saw a need to spread love in the nanny community and make nannies, nanny families, and nanny kids feel extra special all year round. There was no one offering greeting cards in this way. I felt it was my duty as a nanny to start this company so that nannies and nanny families can share their sentiments in a more personalized way. Our mission is to be the leading greeting card company in the nanny industry worldwide.

Where do you see yourself in five years?

In five years, I see myself caring for my very own children and running a six-figure business from my home. I see myself with more flexibility and freedom.

What is your best advice for nannies across the globe?

My advice for all nannies near and far is not to settle. Don't allow anyone to devalue you, and know your worth then add tax!

What do you like best about your job?

I wouldn't use the word "like." I would say love. I love my job. I love that I am getting to shape these young innocent minds. I get the opportunity to mold the future leaders of tomorrow. I love that I am giving children a foundation that is built on love, respect, and self-care. I also love that my employers give me the freedom to create the day I would like to have, while making the children a priority, of course. They are very flexible, and I wouldn't have it any other way.

What do you like least?

If I can be completely honest, I do not like changing poopy diapers. That's why I am big on potty training early or as soon as the children start showing interest. Also, I do not like when my nanny kids get sick. To see them sick—and I can't instantaneously get them to feel better—breaks my heart. If I could be given a superpower, I would want it to be that I could make sick people feel better instantly.

How can nannies be the best they can be?

Nannies can be the best they can be by first putting their best foot forward and being their authentic selves. I believe that professional development plays a huge part in your growth as a nanny. I always try to stay on top of my professional development trainings and learn more about what parents are looking for and want their children to learn or how to better help families based on their parenting styles.

What is your educational background?

I graduated from Christopher Columbus High School here in NYC and then went on to pursue my degree in social work. I then decided to put that on hold to start my career as a professional nanny. I have completed hundreds of hours in professional development trainings and am a trained newborn care specialist.



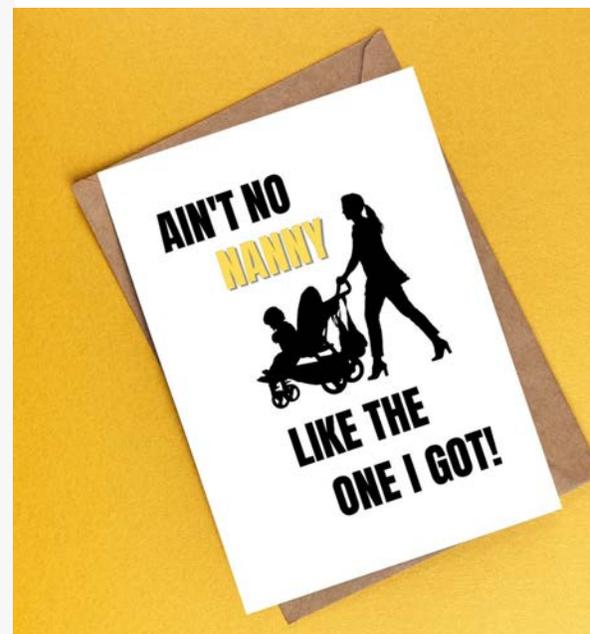
How do you give back to the nanny community?

Giving back to the nanny community is very important to me. I believe in the power of community and working together to achieve our goals. I started the Fairy God Nanny Foundation because I saw a need in the nanny community for education and training and a lack of funds to pay for it. We assist nannies by paying for educational training, sponsoring attendance at the My Nanny Circle Holiday Ball, and providing financial support so nannies can get to interviews. During the height of the COVID-19 pandemic, we were able to raise money and assist nannies who were unemployed by paying off small bills and buying groceries.

Biggest nanny industry myth?

One of the biggest nanny industry myths is that nannies are glorified babysitters. Some people believe that all we do is sit around and play with kids all day long. That is so not true. Nannies are and do so much more than that.

Visit TheNannyCards.com to learn more.



10 QUESTIONS WITH EMILY LOUANGE FROM CARENECTAR



1. What is CareNectar?

CareNectar is a unique new resource website. Our mission is to empower parents and caregivers with personalized support and simplified solutions so they and the children they care for can reach their full potential.

Our online platform provides parents and caregivers looking to better their lives and the lives of those they care for with:

- A library of actionable solutions, skill-building activities and kits, and time-saving tools
- On-demand access to childcare, parenting, and child development experts
- Financially accessible subscription plans

2. Why did you start it?

CareNectar was started because there were simply not enough easy-to-access support and solutions for parents and caregivers. There are so many great resources out there, but it takes time and effort to sort through it all. With so many struggling with the repercussions of the pandemic, we needed a better way now. Our children deserve better. And as a parent or caregiver, you deserve better too.

Together, our team created CareNectar to help parents like you navigate the never-ending changes and challenges that come with raising children during these unprecedented times and beyond. With personalized support and access to simplified solutions, parents, caregivers, and the children they care for can flourish and thrive.

3. How did you get involved in the nanny world?

In the past, I was a nanny myself, but I got more involved in the nanny world when I had my own children and was looking for a nanny share. I found the process incredibly time-consuming. In my new roles as both a parent and a domestic employer of a

nanny, I found very little guidance about my responsibilities as a domestic employer. Even when I came across guidance, I found other sources with conflicting information. Through trial and error, my husband and I found our way through, but I continued to wonder why there weren't better supports and solutions available to help guide families and nannies through the process.

I initially started a local Facebook group to help families and nannies through the process. I then created a website, Via The Village, to help families, nannies, and nanny shares come together.

Throughout the years, I have made so many great connections to experts, brands, and businesses related to childcare, parenting, and child development. We are now uniting on CareNectar because we know the whole is greater than the sum of its parts! If you'd like to get involved, reach out to us at hello@carenectar.com.

4. What makes your website unique?

There really is no other platform out there that delivers affordable expert advice and streamlined solutions like CareNectar. Here is some of what we offer:

- We've created a safe and productive space for you to anonymously ask your most sensitive questions to thoughtful subject-matter experts so you can avoid the debates, embarrassment, and the potential bad advice of parenting and nanny groups.
- We save you time spent on sifting through endless search engine results, much of which likely has you second-guessing its quality and accuracy. At CareNectar, we supply you with reliable and recommended resources from our expert team.
- We offer adult skill-building exercises, tools, and kits to make your life easier.

Emily Louange

Emily Louange has held positions as a care provider in some capacity for over two decades. She has managed care as a nanny, home health aide, and registered nurse for over sixteen years.

Emily is married and a mother of two in the Chicagoland area. When she became a working mother, she was astonished by the insufficient systems in place to guide families and childcare providers. Called to do something to help meet the needs of these two underserved demographics, she founded a childcare networking platform, Via The Village, and served on the Board of Directors for the US Nanny Association.

Feeling the strain from the pandemic and witnessing so many other families and care providers struggling compelled her to help start CareNectar. She is passionate about bringing about more innovation as she strongly believes that our children and those who care for them deserve better support and solutions.



5. What is the best piece of advice you have for nannies?

My best piece of advice is for nannies to follow best practices. Working with nannies for several years, I've witnessed who will succeed and who will continue to struggle in the profession. The ones who are most likely to succeed are those who follow the best practice recommendations provided by the industry's experts. Those who struggle often do so because they either do not know the best practice recommendations or skip important steps, eventually suffering the consequences.

CareNectar has compiled these best practice recommendations into a complete Nanny Job Search Success Kit. This kit simplifies the process for nannies so they can maximize their earning potential and discover the right position for them.

6. What is the best piece of advice you have for parents seeking childcare?

Over the years, I've enjoyed seeing so many families find a nanny who is the perfect fit for their family. They have wonderful, professional, harmonious relationships that often continue even after the childcare arrangements end. On the other hand, I've also heard nanny horror stories. But what I've learned is that when a family-nanny relationship doesn't work out, it's often because the family didn't hire the right fit or make their expectations clear from the start.

For parents hiring a nanny, CareNectar created a kit with tools and guidance—How to Hire the Right Nanny for Your Family. When these steps are followed, families are exponentially more likely to find the best fit and benefit from a positive childcare experience.

7. What is the most fascinating thing you've learned about the nanny industry?

The history of the nanny profession is quite interesting. It has evolved immensely over the years, and the potential for the profession is exciting!

I think one silver lining of the pandemic is that it shows parents who typically work outside the home exactly how challenging caring for small children in the home all day long truly is. I am glad to see nannies gaining more respect and appreciation for the noble work they do.

CareNectar is looking forward to adding more nannies to our team of experts and playing a part in elevating the profession by showcasing your invaluable expertise and helping provide you with additional streams of income.

8. Where do you see the business being in five years?

Our vision for CareNectar is to continue to expand our team of experts and partner with high-quality related brands, businesses, podcasts, and other recommended resources that will benefit our members. We look forward to offering our members greater support through virtual group sessions, one-to-one consultations, and live real-time chat. Last but not least, we will continue to work with related nonprofits to reach families who are most in need to help create a more equitable future for all children and their families.



**“OUR CHILDREN DESERVE BETTER.
AND AS A PARENT OR CAREGIVER,
YOU DESERVE BETTER TOO.”**

9. How do you give back to the nanny community?

I personally give back to the nanny community through offering continued complimentary service through Via The Village and have served on the US Nanny Association's Director of Employment as a volunteer.

Through CareNectar, we provide a free membership plan option. We would also like to give back to nannies who subscribe to Nanny Magazine to help them do the incredible work they do by waiving our premium membership fee. The first fifty to use promo code “NannyMag” when they join CareNectar will receive one month of free membership!

10. Anything else you want people to know?

The CareNectar team would like to express our appreciation to Nanny Magazine for being such an amazing resource for caregivers and for featuring us in your publication. We look forward to further collaboration with you and other brands, businesses, and nannies in your network. If any of your readers would like to get involved in CareNectar through a collaborative partnership or by joining our team of experts, please contact hello@carenectar.com.

NannyTraining.com

ONLINE NANNY TRAINING
THAT LEADS TO CREDENTIALS



**"I AM SO
HAPPY TO
HAVE CHOSEN
THIS
PROFESSIONAL
NANNY
COURSE."**



AFFORDABLE



ONLINE



HIGH QUALITY

**OFFERING COMPREHENSIVE NANNY EDUCATION
TO STUDENTS IN OVER 30 COUNTRIES**