

NANNY MAGAZINE

FALL 2022

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NANNY
AGENCY

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YOU CAN'T
AFFORD
A NANNY

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FALL 2022



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EDITOR'S NOTE

Michelle LaRowe

Happy Fall!

As we head into a new school season in the United States, it's with updated and relaxed CDC COVID recommendations shifting the focus from federal, state, and local mandates to individual decision making surrounding risk level and how individuals wish to mitigate their risk.

In summary, it's a shift back to personal responsibility.

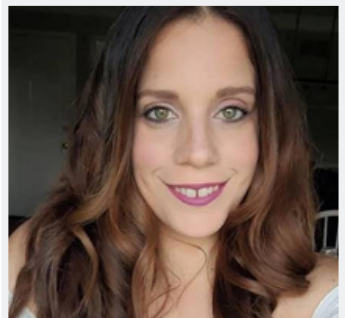
In an industry that is highly unregulated, nannies must always operate on the premise of personal responsibility.

From advocating for living and legal wages and benefits, to speaking up when something isn't right in the workplace, to voluntarily committing to professional standards, and to continuing their education to expand their nanny knowledge, nannies and those in our industry have no choice but to be in control of their careers and their career choices.

Fortunately, as the demand for education, networking, and grassroots community engagement increase within our industry, we can take comfort knowing we are growing together in both personal and professional responsibility.



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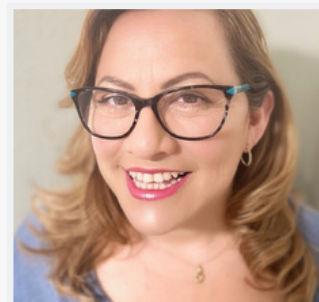
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INDUSTRY NEWS

Nanny Salary Surveys

In June 2022, Care.com published data relating to nanny and babysitter wages in major geographical areas taken from jobs listed on their site. The average job wage ranged from \$16.00 to \$21.50 per hour. You can view the data here: <https://www.care.com/c/how-much-does-a-nanny-cost/>

In response to that survey, Nanny Care Hub launched The 2022 Nanny & Family Assistant Wage & Benefit City-by-city Survey, which as of publication, there were nearly 6,000 responses. To take that survey, please visit <https://www.surveymonkey.com/r/nannywagesurvey>.

The International Nanny Association also plans to conduct a Nanny Salary and Benefits Survey soon, as well, according to social media comments by INA representatives.

Nanny Magazine has taken the Fair and Legal pledge. To learn more, visit FairandLegalPay.com.



The Great British Nanny Conference will be held October 1, 2022 in London, England. To learn more or to purchase your ticket, visit <https://uknanny.org/event/the-great-british-nanny-conference-london-2022/>.

The US Nanny Association will hold its annual conference in September 2022. More information will be available on their website in April 2022. Visit usnanny.org/conference/ for conference updates as they become available.

Nannypalooza will be held October 7-9, 2022 in Raleigh, North Carolina at the Double Tree by Hilton Raleigh-Durham Airport location. For conference updates, to purchase your ticket, and to learn more about this annual event, please visit www.nannypalooza.com.

The 2022 **APNA Conference** details will be held October 19-22, 2022 in San Diego, California. Visit theapna.org/ for updates as they become available.

In March, 2023 **Team Nanny Island** will be offering a training in the Philippines. DM @nannykimonthego on Instagram for more information.

International Nanny Training Day will be celebrated April 22, 2023. More information about this event can be found at nannypalooza.com/nntd.html as it becomes available.

The International Nanny Association will be hosting its 2023 Annual Conference May 4-7, 2023 in Orlando, Florida. Please visit inaconference.org/ to register or learn more about this event.

The 2023 **NCS Enrichment Conference** will be held June 1st - 4th, 2023 in Scottsdale, Arizona. Scottsdale, Arizona! Visit www.ncscon.com to learn more.

For nanny specific training that can be accessed online and completed at your own pace, please visit NannyTraining.com and GlobalNannyTraining.com to view the full course catalogs.

To add your event to this listing, please email info@NannyMag.com.

Getting it Right: Tax and Payroll Compliance for Nannies

NannyTraining.com is proud to partner with GTM Payroll Services, trusted nanny industry tax and payroll experts, to present Getting it Right: Tax and Payroll Compliance for Nannies, a web-based course outlining what nannies need to know when it comes to being paid legally. The educational material in this course is based on US laws, requirements, and practices.

Upon successful completion of this course, students can download their course certificate to add to their nanny portfolio. Students are also encouraged to add this course to the professional development section of their resume, as it can be used to naturally bridge the conversation about tax and payroll compliance with potential employers.

Each student's certificate will also include a digital download that can be left with potential families during the interview process, to further clarify the legal and tax roles and responsibilities for household employers.

The curriculum in this course aligns with the US Nanny Association National Standards and the clock hours from this course are accepted for the US Nanny Association Basic Nanny and Childcare Provider (BNCP) Credential.

To enroll in this course, visit <https://nannytraining.com/courses/tax-and-payroll-compliance-for-nannies/>. The cost is \$19.95 USD.



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EXPERT TIPS

KEY STRATEGIES FOR KEEPING ORGANIZED THIS SCHOOL YEAR

By Heather Bragg

Shiny School Supplies and School-Year Aspirations

The best back-to-school commercial ever, in my humble opinion, was created by office supply chain Staples in 1996.

The scene opens by showing an aisle in an office supply store, with notebooks and boxes of pencils neatly hanging, while the holiday song “It’s the Most Wonderful Time of the Year” strikes up. From the right side of the screen, we see a skipping, frolicking, deliriously happy father pushing a shopping cart.

Following him, we see a young boy and girl, heads hanging in defeat. The voice-over chimes in with “It’s that time again. They’re going back to school!”

I loved this commercial as a teacher, and more so later as a parent. Now I see how, by August, our family members are getting on each other’s last nerve.

Another reason I still love this commercial is it shows those shiny, new school supplies. No crumbled papers, neglected and crumbly snacks, or nubby pencils with teeth marks and no erasers. It’s hard to remember at the end of the year that the backpacks of school-aged children were once clean and organized vessels of academic potential.

In addition to making it easier to find things—and having assignments turned in on time—staying organized is a key to success for our children. The ability to do things like organizing materials, managing time, prioritizing tasks, solving problems, staying focused, selecting effective study strategies, and a myriad of other skills is known as executive functioning (EF). Some research suggests that EF skills may be more influential in school success than intelligence. Adding a layer of difficulty for our children—and ourselves as caregivers—is the fact that the parts of the brain responsible for EF do not mature until the late teens and early 20s. So until our kiddos have mature, fully functioning frontal lobes, we have to effectively lend them ours. Here are ten essentials to start the school year on the right EF foot.

Planner. Purchase a planner, preferably a paper one, with week- and month-at-a-glance pages. Some schools have an “official” planner. If not, your child can help you pick out one that they are actually excited to use.

Home folder. Dedicate one pocket folder to transporting papers to and from school. Label one pocket as “Communication” and the other as “Returned Work.”

Binder/subject folders. Set up a binder or system of folders color-coded by subject. I use the color-coding system in the image shown, but ultimately the colors are arbitrary. As long as you and your child use the color-to-subject consistently, you’re doing what’s important. Pencil case. Housing pens, pencils, erasers, protractors, calculators, and other supplies make it easier for our students to efficiently find what they need.

Long-term storage. Setting up a system for papers that come home but may be worth keeping (at least for a little while) can prevent clutter. I like using accordion folders, especially when they are color-coded by subject to match the appropriate binder and folders.

“First touch.” I remind students that every paper has a home, and it is easiest to put each page in its home the first time they touch it versus stuffing it anywhere. Students know that when it comes to finding any individual paper or assignment, there is only one logical place it could be!

“Friday 15.” Every Friday, we spend fifteen minutes emptying out the child’s backpack. We are especially on the lookout for food and crumpled papers.

Communication. Reaching out to teachers, parents, tutors, or other caregivers can be helpful, especially if they are working with the child using the same backpack, binder, and so on. These providers can support the work you are doing, and you can support their organizational efforts as well. There may be teachers who use a different system than the ones I described here, so adjustments can be made around their preferences.

Post-Its. When in doubt, I label papers with a Post-It as a reminder to a student. For example, if a permission slip has been signed and is heading back to teacher Ms. Smith, you (or better yet, the student) can label that page with a Post-It that says, "Turn back in to Ms. Smith." This eases the cognitive burden on children so they do not have to dedicate valuable brain work to remembering small details. Practice. Before the school year starts, once I have the color-coded folders in hand and labeled, I hand students some papers to file. For example, I will hand out worksheets with math, history, and reading comprehension questions and ask the students to file them in the logical place they belong. They usually think this is a fun game and will readily start sorting the papers into appropriate subject folders. We check our work at the end to make sure everyone is on the same page, no pun intended.



WHAT I'M SEEING AND WHAT I CAN TRY

ISSUE	WHAT SHOWS	WHAT TO DO
Executive Functioning: Time Management	<ul style="list-style-type: none"> -running late -missing work/deadlines -cramming for tests -rushing through assignments 	<ul style="list-style-type: none"> -use a planner and/or calendar -use timers -use charts
Executive Functioning: Materials Management	<ul style="list-style-type: none"> -losing or leaving behind 	<ul style="list-style-type: none"> -use checklists -use launch pad
Executive Functioning: Impulse Control	<ul style="list-style-type: none"> -seems to not be able to stop him/herself -acts without thinking 	<ul style="list-style-type: none"> -teach self-talk strategies -consults a social worker, clinical psychologist or other professional



Heather Bragg is a certified K-8 teacher, learning specialist, and author. Her work focuses on supporting children with learning and attention differences, as well as providing caregivers with tools and resources to support children with academics, executive functioning, and social-emotional learning. She is the mother of two twice-exceptional boys (ADHD and high IQ), which has increased her understanding of the home-life and caregiving demands of neuro-diverse children.

ASK THE NANNY

Dear Stephanie,

I suspect my employers are getting a divorce. They have been fighting for some time. I notice they seem to be sleeping in separate rooms, they are not speaking, and it's really uncomfortable when I show up for work in the morning. The kids are four and six and have been acting out, and the environment is very tense. I am not sure if I should say something or what I should do. Any advice?

Suspecting Nanny

TIPS FOR TOUGH TALKS

Have to have a tough conversation? Try the method offered by the authors of "Crucial Conversations" by remembering the acronym STATE:

- S**hare your facts
- T**ell your story
- A**sk for their view
- T**alk tentatively
- E**ncourage testing

The first three statements (Share, Tell, Ask) are what you do and the last two statements (Talk, Encourage) outline how you do it.

Joseph Grenny, Kerry Patterson, Al Switzler, and Ron McMillan, are the others of [Crucial Conversations Tools for Talking When the Stakes are High](#)

Source: <https://hr.utexas.edu/current/services/difficult-conversations-supervisor>



Dear Suspecting Nanny,

When parents are separating or going through a divorce, you can help provide consistency of care and a sense of stability for the children.

Although you are not a marriage counselor, and you shouldn't take sides in the parents' drama, you can be an advocate for the children and speak to the parents about the children's needs.

I might open the discussion with the parents by saying to your employers that this is uncomfortable to bring up, but you want to ensure the children's needs are always being met.

You should establish that you feel both the father and mother are great, loving parents. You simply want to keep them abreast of the changes in their children's behavior.

Simply list the behaviors you are seeing in the children without blaming either parent or diagnosing the children.

Thank them for allowing you to discuss the children's behaviors with them. Confirm that when the children's needs are being met by both parents, it will reinforce in the children that they are secure and loved.

Best of luck,

Stephanie Felzenberg



Stephanie

Submit Your Questions to Stephanie
info@NannyMag.com

Stephanie Felzenberg

Stephanie Felzenberg has twenty-nine years of nanny and family assistant experience caring for children—from newborns to teenagers. She is the publisher of bethebestnanny.com and has been the newsletter editor for the US Nanny Association since 2019 and a nanny advice columnist for Nanny Magazine since 2013.

AGENCY ADVICE

**FROM LISA DESBOINE-MURRAY
FOUNDER AND OWNER OF
DUCHESS NANNIES & DOMESTICS**

*Dear Agency Owner,
I am a career nanny, and I have worked with the same agency for several years and got my last two positions through them. We have a great nanny network here, so nannies tend to know each other. There is a nanny who is applying with this agency, and I have some serious concerns about the level of care she provides. We frequent the same park, and she is always on her phone or chatting with other nannies, not supervising the children in her care. She also bad-mouths her employers and the children to other nannies. She happened to mention she was looking for a new job with the agency, so that is how I became aware. Should I call the agency? What should I do?*

Dear Nanny,

To begin, kudos for seeking professional insight on a tough yet important topic.

With people recording everything on their smartphones these days, nannies are faced with the difficult decision of knowing when and how to speak up about a potentially harmful situation without being negatively labeled. However, when it comes to the well-being of a child or upholding a family's privacy, never question yourself for doing what is right—including reaching out to your agency of representation. One of the main reasons families utilize agencies when exploring in-home care, is for their extensive vetting process. The more background information that is gathered, the better.

Lisa DesBoine-Murray

Lisa is the founder and owner of Duchess Nannies & Domestic (DND), based in the DC, Maryland, and Virginia area. With over twenty-two years of experience as an agency owner, she is passionate about educating clients and candidates about the benefits of professional development and legal pay. Lisa is also the owner of Nannies from the Heart and The Herbert Alfred Agency (divisions of DND). Her nonprofit work includes being co-founder of the Alliance of Minority Owned Nanny Agencies and Professional Nannies (AMONAPN).



Based on your multiple job placements, you have established a good rapport with the agency. Your professional character and work ethic are not in question. Bringing this unfortunate situation to their attention would most likely be received with gratitude as opposed to being “park gossip.” On the other hand, keep in mind that an agency is not allowed to prevent a prospective candidate from applying for a job through them based on hearsay. The agency would have to draw its own conclusion based on information gathered during the discovery and vetting process.

That said, do not let that deter you from following your heart and doing what is right. If the nanny in question can be dangerously oblivious and neglectful in public, one can only imagine what takes place when no one is watching or listening.

As a career nanny, here's an opportunity to also lead by example and show off your amazing skills. The next time you see that individual at the park, ask to follow her on social media. Then, flood her pages with links to professional nanny development sites—the INA, Nannypalooza, Global Nanny Training, and AMONAPN, just to name a few. You could even throw in some YouTube channel links on nanny etiquette role play.

Wishing the best outcome for all!

FINDING YOUR NICHE

A NEWBORN CARE SPECIALIST

SHERYL SISSOM



Sheryl Sissom is a professional nanny turned newborn care specialist in the Pacific Northwest. She has eight years of experience as a nanny, and was an early childhood educator in a preschool setting before transitioning to work in the in-home childcare industry. Sheryl recently completed newborn care specialist (NCS) training with Newborn Care Solutions and has also completed her doula training. She has recently transitioned to full-time newborn care specialist and postpartum doula work.

Before You Leave

To prepare for my NCS shift, I shower and change into a plain T-shirt and leggings to be comfortable while I am working and to be presentable to the family I am working with. After having a good dinner, I pack snacks, caffeine-free tea, and other items that I will need for the night. I always am sure to bring a book with me so that I can read when the baby is sleeping. Typically, I read books on social and emotional intelligence, and I incorporate what I learn into my work.

While You Are There

I arrive at the family's home anywhere between 7:00 p.m. and 10:00 p.m., depending on their needs. At the family's request, my contract may also start at the hospital before the mother and baby are discharged. I wash my hands upon entering the home or hospital. After greeting the parents, I ask questions about the well-being of the baby and the feeding and sleeping schedule for the night. This changes from week to week as the baby grows. If the baby is asleep, I make my tea, settle into the nursery with my overnight bag, and ensure I have all the supplies necessary for the evening. I then complete my tasks which include doing laundry, washing bottles, and loading or unloading the dishwasher. I check on the baby visually and quietly to ensure all is well.

I use the flashlight on my phone to read until I rest or it's time to care for the baby. When the baby wakes, or when it's time for me to gently wake him for a feeding, I change his diaper, sanitize my hands, and feed the baby. If the baby is nursing, I take the baby into mom and gently wake her to nurse. I then either rock him back to sleep or place the baby back into his crib to go to sleep, depending on the parent's preference. The routine happens anywhere from one to three times per night shift.

Near the end of my shift, which usually ends at 6:00 a.m., I text both parents a written log of diapers, feeds, and sleep times. I then

acquire payment from the parent, either in the form of cash, check, or Venmo. As this is not an ongoing and steady job, payment is rendered at the time of service.

What You Do After

When I leave work, I go home to shower and eat breakfast before I catch up on rest and prepare for my next shift where I may be providing postpartum doula or newborn care specialist support.

**GAIN ADVANCED KNOWLEDGE,
SKILLS & CERTIFICATION**

*Newborn Care Specialists,
Postpartum Doulas, Nannies,
Parents and Agencies*

Increase Value, Marketability, Expertise & Income

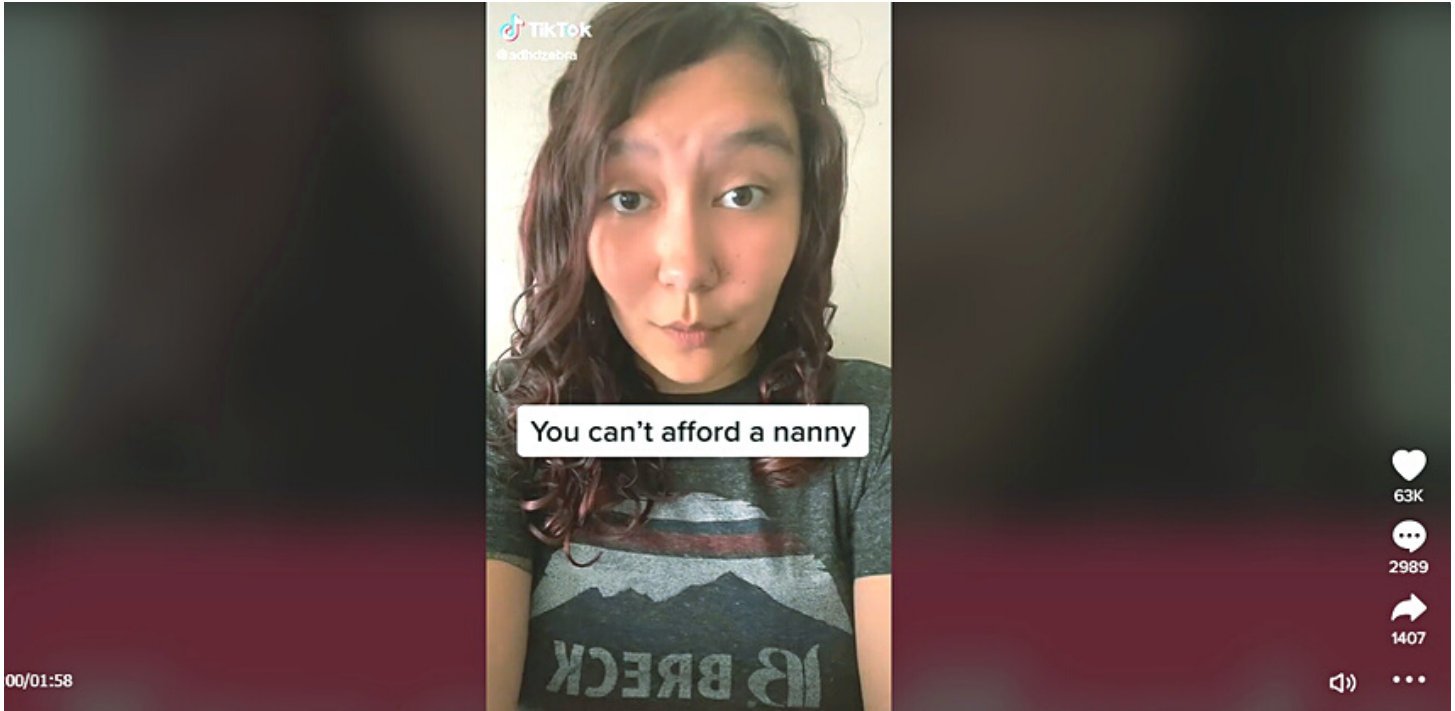
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YOU CAN'T AFFORD A NANNY

An Interview with Justine Mattson, Content Creator by Michelle LaRowe



Recently, a working nanny in the Midwest of the United States and content creator, Justine Mattson, (ADHDZebra on TikTok) garnered lots of attention in response to her instantly popular video, “You Can’t Afford a Nanny.”

With over 63K likes and nearly 375K views, Justine discusses what she believes is behind the current chaos of the nanny industry.

In the video Justine states that “The reason it has been so chaotic is that the pandemic brought a huge new rush of families interested in hiring a nanny who never would have done so before. Why wouldn’t they have done so? ‘Cause they can’t afford a nanny. They couldn’t then, and they can’t now.”

In fact, in the video, she doubles down to caution viewers that “Nannies should never make a wage comparable to what you would pay at daycare”—because nannies are not providing daycare service. They are not caring for groups of children but offering one-on-one care that is customized and personalized to each family’s needs, she explains.

And while she notes that nannies and daycare workers are not in competition—and she is not putting down one over the other—she believes “All labor has value, and everyone deserves to be paid fairly for their labor.”

Justine Mattson

Justine is a working nanny and content creator who goes by adhdzebra on TikTok.

And like many nannies, Justine grew frustrated by reading comments and hearing stories about nannies not earning a living wage and being taken advantage of. At the same time, she saw nannies “struggling to find decent jobs through the noise of unreasonable job postings” and that both new nannies and prospective employers know very little about the industry and usually do not know where to find information.

Creating the video was her tangible way of standing up for nannies and providing that important information along the way.

“The feedback on the video has mostly been very positive, and I’ve had the opportunity to connect with some fantastic nannies because of it! But there are definitely people who were very upset by the video and felt the need to try and ‘put me in my place,’ as it were. My favorite comments are from the parents who acknowledged that it was hard to hear and reflected on that instead of reacting with anger. The nanny parents who reevaluated their mindsets are the ones who made that video a success in my eyes,” shared Justine.

“I think [the video] resonated with nannies because we are not taken seriously by society at large. Many comments on the video proved that point, from saying no one with a college education would do something like nannying, to claiming that it is not a real job. As nannies, we have all heard that before. So, when I made it clear that nannying is not only a profession but a valuable career, I think people finally felt seen.”

To help middle-income families determine whether they can truly afford a nanny, Justine offers this tip in her video. “Look up the average rent where you live [and] multiply it by three.” Justine believes that if you can’t afford to pay that per month, at a minimum, nanny care may not be in your budget.

And for parents who can’t afford nanny care, she advises them to, instead of lowballing a nanny, “Look into ethical alternatives like a nanny share, which lets you work as a team to pay a living wage instead of having to do so individually.”

“Just because you can’t afford nanny care doesn’t make nanny care unreasonable,” said Justine. “Childcare needs to be affordable. Nannying does not.”

View the Video Here: <https://www.tiktok.com/@adhdzebra/video/7119152498140663086>

TAKE THE 2022 NANNY & FAMILY ASSISTANT WAGE & BENEFIT CITY-BY-CITY SURVEY

PRESENTED BY NANNY CARE HUB

[HTTPS://WWW.SURVEYMONKEY.COM/R/NANNYWAGESURVEY](https://www.surveymonkey.com/r/nannywagesurvey)

Nanny Magazine is the premiere trade publication for the in-home childcare industry. Nanny Magazine's readers are nannies who care for children ranging in age from newborn through age 18 and industry related professionals.

Nanny Magazine will cover:

- Current nanny industry trends, issues, and events
- Industry related news
- Hot topics affecting the nannies and children
- Useful products and resources that are of benefit to nannies
- Practical advice by industry professionals
- Nanny and industry leader profiles
- Advertisements geared towards professionals in the nanny industry.

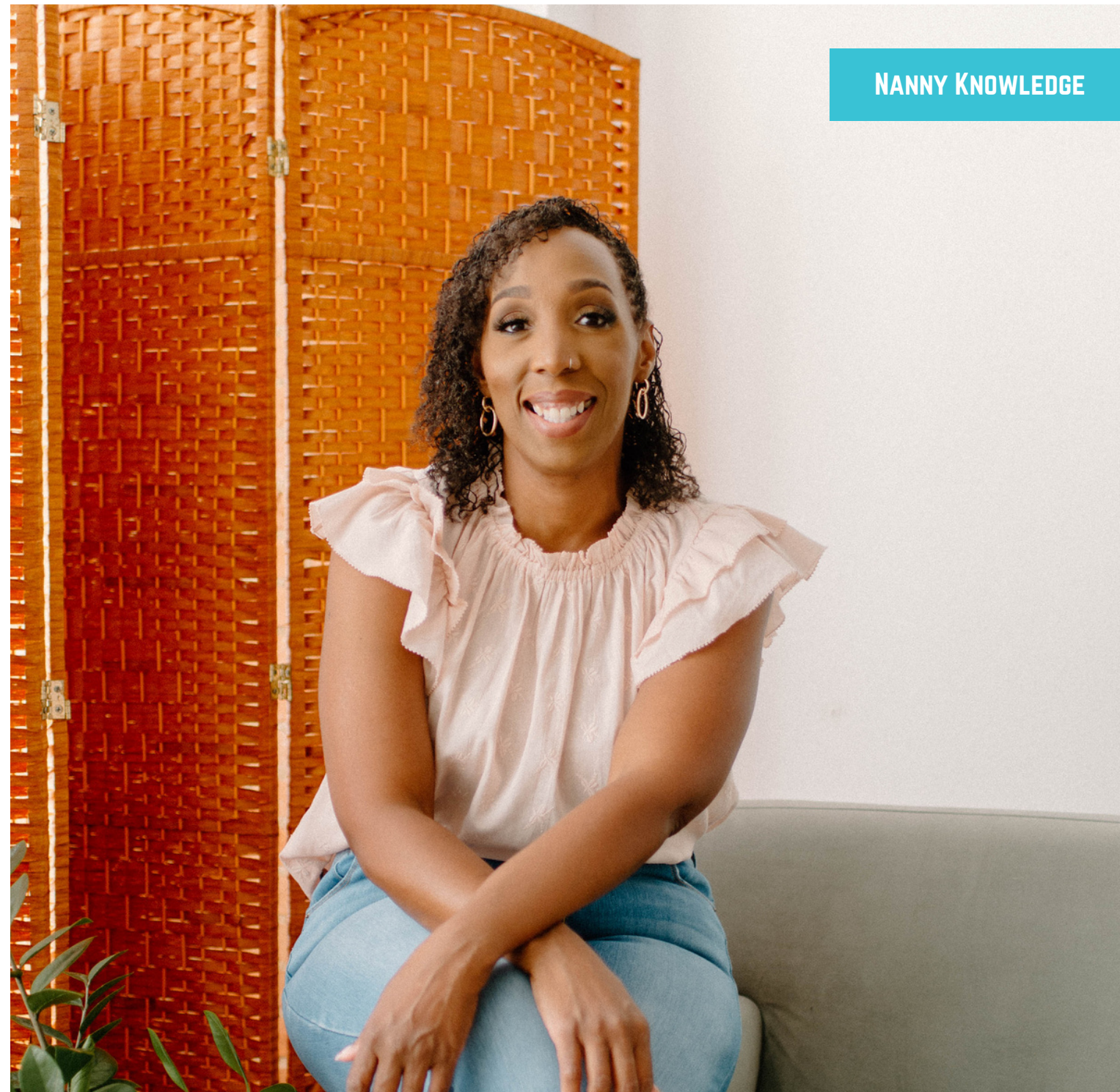
The magazine covers everything from a nanny's relationship with their charges to their complex relationship with the parents. The magazine offers provoking features on hot topics, advice for nannies who are experiencing ethical dilemmas on the job, and relevant information about tax laws and legally binding contracts.

Deadlines are as follows for the digital publication:

- Deadline: September 15 for January 1 Winter Issue
- Deadline: December 15 for April 1 Spring Issue
- Deadline: March 15 for July 1 Summer Issue
- Deadline: June 15 for October 1 Fall Issue

Website and print submissions are accepted on an ongoing basis.

Nanny Magazine is published quarterly as a digital publication. A digital subscription is \$21 per year and includes access to all back issues.



SIX STEPS FOR TURNING YOUR PASSION INTO A PAYCHECK

BY CHEVELLE FREDERICK

Chevelle Frederick is a well-known CACHE-certified newborn care specialist and Master Newborn Care Specialist® through Newborn Care Solutions with nine years of experience caring for infants and over ten thousand hours of hands-on care exclusively with newborns.

You have all probably heard the saying, “Do what you love, and you will never work a day in your life.” And while we all know that this saying is not 100 percent true, as life always has its share of ups and downs, what if it could be mostly true and you could take what you love, your passion, and turn it into a paycheck? What if you could truly find fulfillment in your work?

As an instructor at Newborn Care Solutions, I have heard many students share that they have found their calling or passion as they are working through one of our courses. In networking with potential students across the country, I have learned that many are trying to determine whether working as a newborn care specialist is their passion and whether they should pursue educational avenues before making the jump from working as an employee of one family to working as a newborn care specialist juggling a series of contracts with many.

Contemplating my own personal journey and the journey of students who have worked their way through our program, I’ve come to discover that there are six steps individuals must take if they really want to turn their passion into a paycheck.

The first step is to discover what you love. What work experiences have been your favorite? Which jobs were the ones that you couldn’t wait to get to each day? Once I realized that working with newborns brought me the greatest joy, I knew that working with newborns was what I really wanted to do. And when I examined my life, I realized that I had always enjoyed caring for babies! Even during my younger years, I had a knack for understanding and meeting a baby’s needs. Perhaps you have a similar story, and caring for babies has always been your thing. But did you know you can make a successful career out of doing so?

Once you’ve identified what you love, step 2 is to start doing it! Even without formal training, identify opportunities to put your passion into practice. This will help affirm you’re on the right track. But where do you start? Consider volunteering in the infant room at your local house of worship, connecting with parents of multiples group in your area, and offering to help a new mom with caring for her twins. Perhaps you have a nanny friend who cares for a newborn whose employer would welcome you to come along and help. Gaining even a small amount of experience with newborns can help affirm that this is what you want to do before investing in training and help to build your resume of relevant experience for when it’s time to apply for your first newborn care job.

Chevelle Frederick

Chevelle is a well-known CACHE-certified newborn care specialist and Master Newborn Care Specialist® with nine years of experience caring for infants and over ten thousand hours of hands-on care exclusively with newborns. She also has training in sleep conditioning, lactation education, and new-parent education, has a B.A. in psychology with a minor in anthropology, and has been a member of the International Nanny Association.

First and foremost, Chevelle is passionate about babies and has a heart for families. She enjoys educating and empowering parents with a logical, common-sense approach and evidence-based information during the transitional phases of life as a new family.

She also has a level head and is the voice of reason in our global caregiver community. In addition to being one half of the dynamic duo that owns and runs Harmony Baby Concierge, a boutique postpartum agency that offers overnight care, newborn care, travel care, and on occasion, nanny referrals, she is a mentor and advocate for new newborn care specialists just discovering themselves in this amazing field. She’s an amazing entrepreneur with a vision for this industry.

Next, as you build your resume, expand your knowledge by investing in quality training. Years ago, there was no newborn care specialist training to be found. Today, there are several quality programs designed specifically for newborn care specialists, including Newborn Care Solutions, which offers accredited training to those wishing to pursue a career as a newborn care specialist. With more and more parents requiring that the caregivers they hire have accredited and relevant training, even individuals with baby experience will benefit from high-quality training that aligns with current best practices and standards. Quality training not only sets you apart from other candidates during your job searches, but also is essential to building confidence and competency.

For the fourth step, start engaging in the newborn care community. Building relationships with those who understand what you do for a living will help you in many ways. Networking with colleagues facilitates professional growth, provides exposure, offers many learning opportunities, including mentorship, and provides insight into current trends, practices, and updated standards. During our first Newborn Care Specialist Enrichment Conference, like-minded individuals were able to learn, network, and build relationships that have continued even after the event.

Preparing to transition into your new role is step 5. In the newborn care specialist world, the biggest step students feel they must take is transitioning from a steady and secure weekly paycheck to contract work that they are responsible for booking. To support those who are preparing to make that transition, we recently launched the NCS Advantage Program, which prepares students to step into that transition with confidence. From working successfully with nanny agencies to recruiting clients and setting expectations, you must prepare and plan for your transition to be successful.

And finally, for step 6, you’ll really focus on building your business. From running your business as a legal entity to developing your marketing strategy, you’ll need to take the time to write and execute a plan that will launch you to success.

While the career of a newborn care specialist may feel like an uncertain one, with the right knowledge and preparation, you can absolutely turn your passion of caring for babies into a paycheck. And with the right training, you can turn it into a very good paycheck, at that.

To learn more about Newborn Care Solutions and The NCS Advantage Program, visit NewbornCareSolutions.com.

BUILDING IN BACK-UP CARE

With Monday holidays that shut down schools and nannies who get ill, even the most consistent childcare arrangement can occasionally break down. Recognizing the potential for breakdown and creating a childcare backup plan can help to alleviate the stress that comes with trying to make last-minute childcare arrangements for both parents and nannies.

For many families, having a family member or friend step in and meet an immediate childcare need is the ideal solution because care is typically free and provided by someone you already know and trust. For many families, especially those who employ a full-time nanny, calling on friends and family isn't an option. Today's families are often scattered across the miles, and those who do live locally have their own personal and professional obligations that prevent them from being able to lend a helping hand.

For working parents, employer-sponsored childcare is becoming a more popular employment benefit; however, companies that offer such a benefit tend to be larger corporations, including law firms, hospitals, and educational and financial institutions. While some smaller companies are starting to offer such benefits, doing so is a growing trend for larger companies.

Companies that offer employer-sponsored backup childcare may have an onsite childcare center, contract with an offsite

childcare center, or contract with a nanny-referral service to dispatch qualified and prescreened in-home childcare providers directly to their employees' homes.

Fortunately, for parents who don't have employer-sponsored care, they can still access backup care options. Some larger corporate-style daycare centers offer drop-in care to members of the community, though children typically need to be preregistered, with some centers requiring that a minimum number of backup care days be purchased in advance.

Parents can also register with local nanny-referral agencies directly to gain access to qualified and prescreened backup care providers. Once registered, parents simply request care and relax, knowing that a qualified, prescreened caregiver is on the way.

Of course, parents (and their nannies) can also recruit their own network of backup providers. It's not uncommon for nannies to build their own local network of nannies and charges that gather for playdates and outings. These nannies are often willing to lend a hand once they've built relationships with each other and if their employers allow them to do so, as it can be a win-win for both families if a reciprocal arrangement can be reached.



Although cultivating relationships takes time and energy, having a pool of trusted caregivers to turn to when a childcare need presents itself can help to increase the likelihood that the childcare need gets met.

When creating a backup care plan, create one that is several layers thick to help ensure care coverage is found when it is needed most.

To create a comprehensive backup care plan, consider doing the following:

- Ask local friends and family if you can add them to your backup-childcare-provider list. Find out when they are typically available, and note it next to their name and phone number in a notebook.
- Encourage parents to talk to their human resources department about employer-sponsored childcare benefits, as some partner with companies to offer such benefits and can work with yours too.
- Research local centers that offer backup care childcare services for community members. Be sure to look for licensed and accredited centers.
- Build a network of prescreened caregivers you can call when you need coverage. Other nannies can be part of that network, too, and may be able to help on their off days or when working with their employer's permission.
- Encourage parents to register with a local nanny-referral agency to gain access to qualified and prescreened backup care providers. This allows parents to request care directly and obtain coverage when they need it most.
- Include your backup care plan as part of your written nanny and family agreement. Outline the process for the nanny to request sick time, who is responsible for finding coverage, and what the backup care plan is.

Don't wait until backup care is needed to create your backup care plan. Having backup care in place can help to minimize stress and ensure that childcare coverage is found when it is needed most.

FIVE TIPS FOR MAKING BACK-UP CARE GO SMOOTHLY

Before you find yourself having to call the back-up nanny, gather together some important items that can help to make a day with a back-up caregiver go smoothly for her and the children.

- Keep an updated document that can be easily printed or shared that includes each child's current routine, schedule, and any health concerns.
- Have a tote filled with some of each child's favorite activities, snacks, and a change of clothing, so these essentials are together and handy.
- Create a household binder that has emergency contact information, information about each child, and important information about your home, such as how to turn off the gas and water.
- Complete an authorization to treat form, so that your provider has permission to seek medical care, should she be unable to reach you.
- Have a gift card or cash available for the nanny to order lunch, with menus from your go-to places available.

Remember, that the primary focus of the back-up nanny is to keep the children safe and well-cared for. While tidying up and other household tasks may be something that are typically completed, these won't likely happen when a back-up caregiver is on the clock.



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

A woman with voluminous curly hair, wearing an orange sleeveless dress, is smiling and looking towards the right. She is holding a yellow smartphone in her right hand and pointing her left index finger towards the title. The background is a solid teal color.

10 THINGS TO ASK A NANNY AGENCY

By Alicia Goldy

Alicia Goldy is the owner and CEO of Balia Nanny Referral Agency, LLC. Balia is derived from the Italian word for nanny. Coming from an Italian family based out of Naples, Italy, Alicia thought this would be the perfect name for her company. With over fifteen years of nanny and preschool teaching under her belt, she combined her education and childcare experiences to launch into the business world and start her nanny agency. Alicia takes great pride in personalizing each placement, where she focuses on making connections that will last.

For most seasoned nannies, using a reputable nanny-referral agency remains a primary avenue for securing potential employment.

As a nanny, there is a vast world of opportunities out there and many avenues to find your next nanny position. From social media to word of mouth, the options to connect with potential employers are endless.

For most seasoned nannies, however, using a reputable nanny-referral agency remains a primary avenue for securing potential employment.

But how do you know whether a nanny agency is reputable or not? Ask the right questions! By asking the right questions, you can quickly learn whether an agency has the type of positions you are seeking and attracts the type of clients you want to work for.

Wondering what some of these right questions are? Here are ten you should always ask.

1. Do you have minimum standards for listing positions? You want to know if the agency accepts every position they are asked about or if they require specific minimum criteria, such as legal pay benefits that align with industry standards. Look for agencies that are choosy about the jobs they'll accept and the clients they'll work with.

2. Do you educate your clients on household employer responsibilities? You want to know that the agency ensures that parents know what they are getting into when it comes to being a household employer and that they understand their tax and legal obligations. Look for agencies that take pride in empowering parents to have written work agreements, offer legal-paying jobs, and commit to wage compliance.

3. Do you help clients understand what their all-in costs are? There's nothing worse than parents finding out after hiring a nanny that, in addition to net and gross wages, there are employer tax obligations. Look for agencies who have established partnerships with tax and payroll companies to ensure clients have resources about nanny taxes and payroll.

4. Do you help with the negotiation process? Does the agency help with negotiating the employment offer and terms, or are you on your own? It's important to know if you can count on the agency to help you present your expectations or if you are on your own to do so. Look for agencies that will present you to families that match your expectations and desired wages.

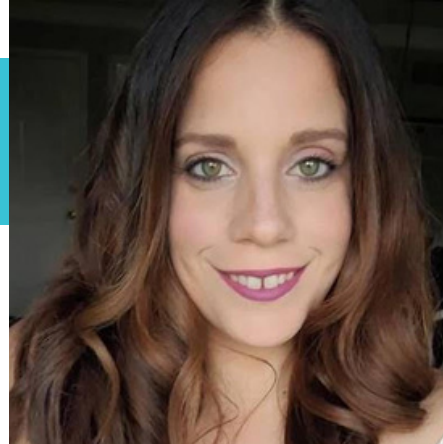
5. What contracts do you have set in place? Understanding the relationship between nanny and agency, agency and client, and client and nanny is essential when determining each person's role and responsibilities in the job-search process. Look for agencies that have contracts that outline the relationship that is established with the agency.

6. Will you check in with me after I get hired for a position? Most reputable agencies invest in building relationships with nannies over time because they know it's these relationships that help to build their nanny pool through word-of-mouth referrals. Look for agencies who stay connected to the nannies they place and support them throughout their placement.

7. Do the nannies get to choose which families they want to apply to? You want a say in the jobs you apply to, so having the opportunity to discuss the job before the agency sends over your information to a family is essential. Look for agencies that pitch you jobs and only send you to jobs you want to apply for.

8. Are you a member of any professional organizations? Nanny agencies that belong to the International Nanny Association or The Association of Premier Nanny Agencies voluntarily commit to organizational standards and are provided with information on current industry standards and trends. Look for agencies who advertise their membership in these organizations and are knowledgeable about the industry.

9. How do you communicate with nannies? To work with an agency successfully, you'll want to know the expectations around communication.



Alicia Goldy

Look for agencies that are committed to following up with nannies after interviews and returning communications to nannies promptly.

10. How long have you been in business? It can be helpful to work with established agencies that know what it takes to make a successful match. Look for agencies that have a solid reputation and track record for making successful placements in the area you wish to work.

A reputable agency takes pride in making amazing connections. As you consider which agencies to work with, be sure to choose agencies that value you, the work you do, and are committed to setting nannies and families up for success.

AGENCY RED FLAGS

- The agency shares very minimal information about positions they advertise
- The agency does not have a website
- You cannot locate any reviews of the agency
- You cannot find proof that the agency holds a business license
- There is no thorough screening process for nanny applicants
- Communications are short, full of spelling errors, and unprofessional
- The agency asks the nanny to pay for services
- The questions asked are discriminatory or not aligned with a nanny position
- You cannot get a live person on the phone



**SUSY CARACAS
BECOMING AN ADVOCATE:
ONE NANNY'S PATH TO ADVOCATING
FOR HER COMMUNITY**

Though she's been involved in the childcare industry for over fifteen years, Susy Caracas spent most of that time observing the growth of the industry and pining for a more inclusive industry that embraced Spanish-speaking nannies like herself.

"After being on the sidelines for so long, I could no longer remain content with the lack of representation of my community in the industry," shared Susy, and so she began her journey into advocacy, which over the last three years has grown into her becoming a national advocate for the Hispanic nanny community.

At first, her advocacy started with involvement. She began volunteering with the US Nanny Association, which gave her a platform to reach her community more effectively. Now her role in the association has grown and is focused on specifically supporting the Hispanic community in hopes of motivating others to invest in their education.

"I had always desired for a more inclusive industry, seeing that there were not many opportunities for Spanish-speaking nannies like myself," reflected Susy.

So Susy created those opportunities.

Through her volunteer work with the US Nanny Association, Susy has brought Spanish speakers to their national conference, which is held virtually every year. She has also led workshops that focus on ensuring other Spanish-speaking nannies have access to quality, meaningful education.

Through a Facebook group that she started called Nannies Hispanas, she built an online community and fostered camaraderie with other Spanish-speaking nannies across the United States. It is through this group that she has brought to light the lack of educational opportunities available to Spanish speakers, which sparked the mission for Cuidando Angeles NCS Training, a business that she began with her friend and co-founder Kelly Rodas. The first of its kind in the US industry, Cuidando Angeles NCS Training offers training exclusively in Spanish and is designed to equip those interested in a career as a newborn care specialist or as a nanny who provides newborn and infant care.

The response and involvement from her local community have been impressive. In 2022, together with Cuidando Angeles NCS, she sponsored an International Nanny Training Day live event that was held in Long Beach, California, which brought training to 150 Spanish-speaking nannies in her local community.

"I am a firm believer that education is the key that leads you to open the doors of opportunity and walk in confidence into success," said Susy, who is passionate about giving Spanish-speaking nannies the tools and education needed to help them achieve their professional goals and increase the quality of services provided to families.

And Susy takes her own advice to heart. Though Susy graduated in 1994 with a bachelor's degree in communication sciences with a specialty in public relations, throughout the years she has continued learning. In fact, she has taken the training necessary to become a certified postpartum doula, certified newborn care specialist, CACHE-certified newborn care specialist, newborn and infant care professional, and sleep coach. She currently working on her certification as a lactation educator.

It is Susy's hope that as the industry continues to grow, it will also grow in its support of continuing education and certifications that signal continued learning.

But what she hopes for most is to truly encourage others to make a difference in their communities.

"I encourage nannies to take advantage of quality training programs and reputable courses, and to join an association so that they can start building up their community too."

SUSY CARACAS

For the last 16 years, Susy Caracas has served as a nanny, postpartum doula, and newborn care specialist. She is currently working towards earning her lactation educator certification.

Susy holds her bachelor's degree in communications with a specialty in public relations and while living in Mexico, she worked as a high school level Spanish teacher.

Susy serves as the US Nanny Association director for the Hispanic community. and she is the creator of Nannies Hispanas, a Facebook group that has nearly two thousand members.

She is also the co-founder and director of Cuidando Angeles NCS Training, LLC, a company dedicated to providing childcare training and courses in Spanish.

Susy's mission is to leave a legacy of love, respect, and a passion for continuing education to her children and to her community.

Susy is the single mother of two young adults and she resides in Orange County, California.

To learn more about Cuidando Angeles NCS Training, LLC, please visit <https://www.cuidandoangelesncs.com/>.



WHAT MAKES A SUCCESSFUL MATCH?

While both parents and nannies should ensure that every applicant or job they interview for meets their basic requirements, it's essential that regardless of how good things look on paper, the nanny and the family are a good fit. While clear expectations, a solid work agreement, and a defined job description all help make a match work out, long-term successful matches share four common factors.

1. The Ability to Communicate. Nannies and parents must be able to effectively communicate for the relationship to succeed. The ability to engage in open and honest communication, being approachable, and being receptive are keys to determining how long a match will last. Nannies and parents often have to communicate about difficult topics, and if there isn't a strong communication foundation in place, those tough conversations can be impossible to have.

2. Mutual Respect. Parents and nannies don't have to always agree, but they do have to respect each other when they don't. Nannies and parents must respect the ideas, beliefs, and customs of each other for the relationship to succeed. A nanny's lack of acceptance of a family's culture, for example, may lead to a lack of respect. Without mutual respect, the nanny and parent relationship will fail.

3. Personality Match. If parents prefer a quiet morning routine that consists of a slow roll out of bed, hanging with the kids in their PJs, and sipping their coffee while listening to classical music, chances are that a nanny who comes rushing in like a storm isn't going to kick the morning off to the right start. Likewise, if a nanny works better in an environment

where the parents micromanage and the parents prefer a nanny who takes initiative, there's going to be a lot of frustration going around.

4. Shared Philosophies. While parents and nannies don't need to be philosophical clones, when there is shared common ground, it makes for an easier match. Being on the same page when it comes to how to approach child rearing and discipline, how the children's moral compass will point, and the world view the children will be raised with certainly makes working together long-term easier than if not. When the nanny and parents aren't in moral alignment, the relationship can become strained.

While proper screening and vetting are essential to ensuring quality care, whether the family and nanny are a good fit are most important in ensuring a successful match.

Adapted with permission from MorningsideNannies.com, the website of Morningside Nannies, Houston's award-winning nanny referral agency.



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10 Questions with
Kenya Williams

How did you get involved in the nanny industry and what is your current role?

I did a two-week nanny assignment about twenty-five years ago and found that I really enjoyed working with the children. Then my sister became pregnant, and she hired me to care for her first child, then her second, and then her third. My love for children kept me in the industry, even when my nephews became too old to need my daily childcare.

How has the industry changed since you became involved?

Families now expect nannies to do more for less. Families rarely want to provide job stability and often want nannies to also be housekeepers, maids, cooks, and more. At the same time, nannies are becoming more aware of their rights and what they deserve from a healthy employer-employee relationship.

How did you get to where you are today?

I was sitting in a playground with a group of nannies, when a woman approached us and asked if we knew about our rights as domestic workers. At the time, I had no idea and told her all I needed was a CPR class to update my training. The woman told me about the CGNA and how they worked to educate nannies and other domestic workers on their employee rights. Hearing that we even had rights was inspiring to me, and that is how my journey in advocating for nannies began.

Where do you see yourself in five years?

I see myself continuing to be an advocate for myself and other domestic workers. I want to continue getting the word out about how powerful we as domestic workers are when we combine our voices. I want to continue spreading knowledge about our movement and helping domestic workers find their light and strength. Since becoming involved with CGNA, I have taken on various leadership roles, including becoming a training facilitator. I am hopeful these skills will allow me to one day work as a community organizer.

What is your best advice for nannies?

Always stay willing to learn all you can about childcare, childhood development, constructive conversations, negotiations, and skills that will make you a better childcare provider.

What do you like most about your job?

I love seeing the smiles on the faces of the children I care for.

What do you like least?

When I'm treated like I'm not a human being with many of the same needs and considerations my employers have at their places of business.

What is your educational background?

I graduated from a technical high school and took college courses in criminology as well as early childhood education. Since joining CGNA, I have received trainings from the We Rise Nanny Training Program, which partners with Cornell University's Worker Institute, earning certificates in negotiations, sexual harassment, and facilitating and organizing trainings.

How do you give back to the nanny community?

I'm now a trained facilitator and educator as part of the We Rise Nanny Training program. I have been trained to teach my fellow nannies about various topics aimed to empower them to seek their full rights as domestic workers and make them better childcare providers. Our training covers communication skills, how to recognize and handle sexual harassment in the workplace, family negotiations, and more. When our nannies complete their training, we host a graduation ceremony, and when I hear their comments of appreciation, I feel very honored to be able to help them help themselves.

Biggest nanny industry myth?

That people are nannies because they are not qualified to do anything else. For me, and many others, this is a chosen profession in which we work hard to grow our skills and provide the best childcare possible.

"There is so much I would like the world to know about us domestic workers, but the most important thing is we work extremely hard to provide great service, and we are worthy of respect and dignity. Unfortunately, we also have to work extremely hard just to be treated fairly."

-Kenya Williams

Kenya Williams is a career nanny and member of the Brooklyn-based Carroll Gardens Nanny Association (CGNA). The CGNA was formed as a grassroots neighborhood organization in the 1960s. Today, the association continues to make a difference in the community by providing training to domestic workers and launching educational campaigns. To learn more visit <https://www.carrollgardensassociation.com/nanny-association>.

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