

# NANNY MAGAZINE

SUMMER 2023

**SUMMER  
SAFETY**

WHEN CARING  
FOR KIDS

MEN AT WORK  
**NORLAND'S  
MALE  
NANNIES**

**Preventing  
Discrimination  
in  
Household  
Employment**

WHY  
**MODELS OF  
NANNY CARE  
MATTER**

ALL ABOUT  
**MILEAGE  
REIMBURSEMENT**

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**SUMMER 2023**



# NM

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## EDITOR'S NOTE

Michelle LaRowe

### It's Summertime!

For some reason, this summer is much more anticipated than most.

In a world of chaos, summertime highlights the beauty of our earth.

The diversity of flowers, tourists in my oceanside town, and familiar summer scents, in a way remind me of our industry.

We, the individuals together, are what make our industry beautiful.

In this issue, we highlight men who are making a career out of being a nanny, nannies from across the globe who are making a difference, and industry leaders who are striving to raise the bar.

Let's celebrate the unique contributions of those in our industry who are united together to make it better for all.



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Michelle

# SUMMER 2023

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All issues may not feature all columns.

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# NM

## Nanny of the Year



During the 2023 INA Annual Conference, held May 3-5 in Orlando Florida, Angela Johnson Sutherland received the 2023 INA Nanny of the Year Award.

Angela has worked with children and parents in various ways for over forty years. She has been a preschool teacher, speech and motor clinician, playgroup director, child development instructor, home daycare owner, church nursery director, parenting coach, and nanny, to name a few positions. Most recently, she has served as a newborn care specialist, lactation educator, and new parent educator.

Angela holds a degree in early childhood education and a certificate in special education. She has also studied business management accounting and American Sign Language. Education is crucial to her, so she continues her studies through continuing education courses, professional development workshops, online webinars and classes, child development conferences, and monthly educational meetups with her peers.

## INDUSTRY NEWS AND EVENTS

**The US Nanny Association** will hold its annual conference in September 2023. More information will be available on their website. Visit [usnanny.org/conference/](https://usnanny.org/conference/) for conference updates as they become available.

**The 2023 APNA Conference** will be held September 20-23, 2023 in St. Pete Beach, Florida. Visit [theapna.org/](https://theapna.org/) for updates as they become available.

**Nannypalooza** will be held October 6-8, 2023 at the Hilton Washington, DC Dulles. For conference updates, to purchase your ticket, and to learn more about this annual event, please visit [www.nannypalooza.com](https://www.nannypalooza.com).

**International Nanny Training Day** will be celebrated in April 2024. More information about this event can be found at [nannypalooza.com/nntd.html](https://nannypalooza.com/nntd.html) as it becomes available.

**The International Nanny Association** will be hosting its 2024 Annual Conference May 16-19, 2024 in Portland, Oregon. Please visit [inaconference.org/](https://inaconference.org/) to register or learn more about this event.

The **2024 NCS Enrichment Conference** has yet to be announced. Visit <https://newborncaresolutions.com/ncscon/> for updates.

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

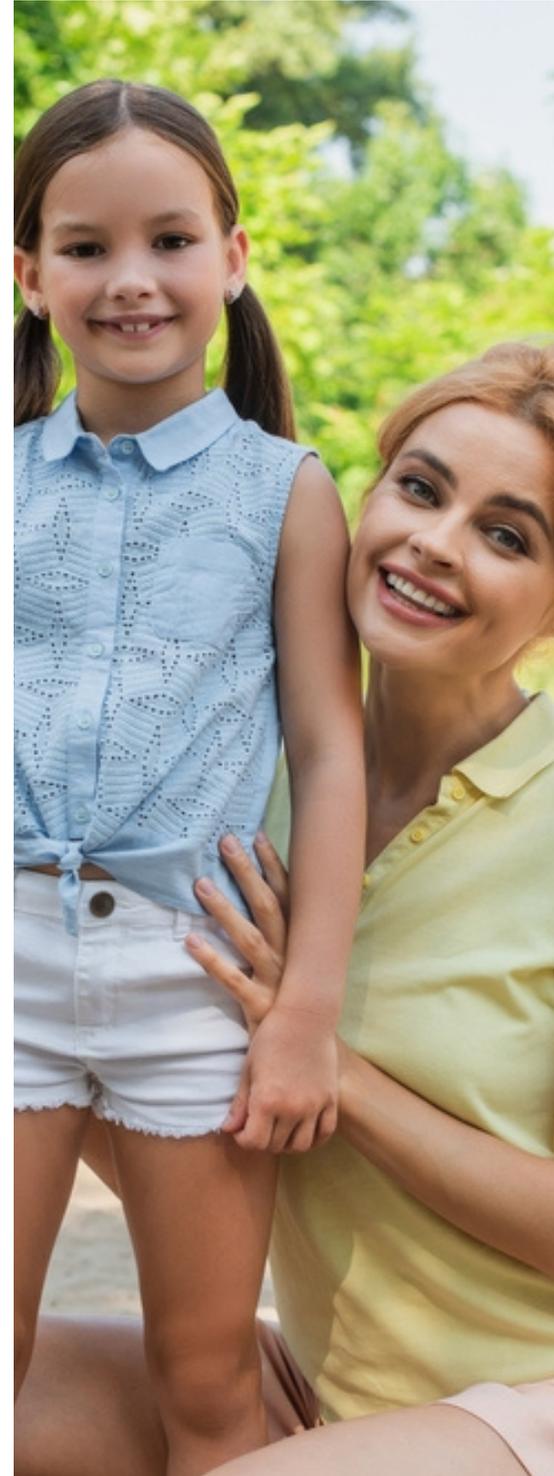


### Nanny Industry Calendar of Events

To add your event to this listing, please email [info@NannyMag.com](mailto:info@NannyMag.com).

### Fair and Legal Pledge

Nanny Magazine has taken the Fair and Legal pledge. To learn more, visit [FairandLegalPay.com](https://FairandLegalPay.com).



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# ASK THE NANNY

Dear Stephanie,

*I am a nanny who is interested in relocating for work. How do I learn the best places to find jobs and connect with other nannies?*

*Nanny Seeking a Fresh Start*

Dear Nanny Seeking a Fresh Start,

First, pinpoint why you want to move.

If you want to move because you have always dreamed of living near a warm beach, looking for jobs in Miami or San Diego makes more sense than applying for jobs in Aspen or Chicago.

If you want to move to make more money, you will have to weigh the fact that some higher-paying jobs are found near metropolitan areas where the cost of living is also higher and where saving money won't be easy despite having a bigger paycheck.

Once you know a town, city, or area you would like to move to, you can apply with nanny-placement agencies in that area. The International Nanny Association and the Association of Premier Nanny Agencies both have online member directories that are searchable by geographic location.

Working as a live-in nanny is a great way to move to a new location without having to find housing. That said, some parents offering live-out nanny positions are willing to help with the financial burden of a big move.



Working with a nanny-placement agency can help you meet families willing to provide room and board or help assist with the move.

Many nanny-placement agencies are happy to share the contact information of other nannies they have placed in the same area or information about active local nanny groups if you ask.

Also, check out local nanny Facebook and social media groups to connect with other nannies in the area. Introduce yourself to other nannies at playgrounds, the library, and schools as well.

Local nannies will be a great resource for learning about the current job market, where to find great jobs, and great places to frequent with the kids.

Good luck finding a new job!



*Stephanie*

## Stephanie Felzenberg

**Stephanie Felzenberg** has worked as a nanny and family assistant for thirty years. She has been the Nanny Advice Column for Nanny Magazine since 2013. She is the newsletter editor for the US Nanny Association. Stephanie publishes a nanny blog at [bethebestnanny.com](http://bethebestnanny.com).

Submit Your Questions to Stephanie  
[info@NannyMag.com](mailto:info@NannyMag.com)

# AGENCY ADVICE

**FROM JILLIAN MURRAY  
THE NANNY HUB**

*Dear Agency Owner,*

*There's a local agency that has some great jobs, but they have a reputation for accepting jobs that aren't paying legally. How can I apply and let the agency know that I require legal pay without offending them or making a bad impression? I don't want to accuse them of doing this, but I want to be paid legally with standard industry benefits and won't accept a position that pays off the books.*

I am happy to hear that you're working with an agency to secure your next position. Not all agencies are great and unfortunately some don't always align with APNA practices.

For that reason, I would suggest to find another local agency in your area that follows industry standards and educates families on the importance of legal pay. Not all agencies are the same, and you should be particular about who is representing you. However, if you really like this agency, there is a professional way to communicate your boundaries.

You can approach the topic of legal pay by expressing your interest in the job and inquiring about the agency's policies regarding compensation and benefits. To gain more details, you can ask if the family is offering standard



benefits and if they plan to pay legally. This shows that you are serious about the position and are simply seeking more information. A good agency will tell you exactly what the family is offering for an hourly rate, paid time off, vacation time, health insurance, and any other benefits. Reputable agencies will not be offended by any of these questions. In fact, we encourage our nannies to ask as many questions as possible prior to meeting with the family so we know it is a good fit.

If you have already had your initial interview with the agency, you can always ask for a follow-up phone conversation to go over a position. During this conversation, I suggest you express your boundaries on what positions you will take in the future. It's important for you to be clear about your requirements and expectations from the beginning to avoid any misunderstandings later. This process helps agencies get to know you better and keeps you at the forefront of the agency's mind. Developing a relationship with the agency helps facilitate the matchmaking process as they understand exactly what your ideal position is. An agency should never pressure you to take a position that is not a good fit for you. I hope my advice is helpful, and I wish you luck when you have this follow-up conversation with the agency.



**Jillian Murray**

Jillian has over fifteen years of combined experience as a teacher, nanny, and family assistant before starting her agency. The Nanny Hub was founded in 2017 and is based in Massachusetts. The agency's mission is to help each nanny they work with find their perfect fit. When Jillian is not personally matchmaking for families and nannies, she spends her free time making memories with her family, teaching children's yoga, or pouring into others as a certified reiki practitioner. Her other hobbies include hiking the Blue Hills, trying new restaurants, reading nonfiction books, and attending concerts.

# A TRAVELING NANNY

JENNIFER HOOGEVEEN



Jennifer Hoogeveen has been a nanny since 2014 and worked in childcare prior to that. In 2020, she transitioned to working as a high-profile travel nanny. Jennifer holds her Child Development Associate certification, is an Advanced Newborn Care Specialist and Birth Doula. She also holds certifications in Montessori teaching, Infant Massage, Lactation Counseling and Education, and she is an International Nanny Association-credentialed nanny. Jennifer has cared for preemies to upper-elementary-school-aged children, including newborn quadruplets and children with major medical needs. Jennifer shares her life with her husband, John, whom she's been married to for almost twenty-two years. They have three children and enjoy sharing life's adventures with their family, including their son-in-law and granddaughter.

### Before You Leave for Work

There are several ways I prepare before I leave for a travel nanny job. First, I make a menu plan for the time we will be with the family. If I am providing care in their home, I menu plan all the children's meals and snacks and send the menus to the parents so that they can order groceries prior to my arrival. I aim for high-protein meals that are heavy on fruits and vegetables. Second, I pack a few small toys and activities for them to do if the weather forces us to be indoors more than usual. I also pack a large activity like tie-dye, paint-by-number kits, or a large craft, depending on the age of the children. Lastly, I research activities, parks, museums, and activities in the area where the family lives or that we are visiting so that I am prepared with opportunities and options.

### While You Are Working

I typically fly to my work destination. Even if I am traveling with the family, I usually start my trip at their home. This allows for a day or two to speak with the parents, observe the family and routine, and engage with the children. If I am packing for the children, this extra time is helpful.

Each assignment varies in length and can be for a weekend or a month or more at a time. I could be working with a family I have worked with before, or I could be working with a family that is new to me. I could be providing care while the parents travel, or I could be traveling with the family to a destination. If I am taking care of the kids while the parents travel, I cover all household duties, all children's schedules and activities, homework, and whatever else is needed for the children and home. If I am traveling with the family, I accompany them to excursions, activities, and dinners, and I care for the children while the parents are out themselves or socializing with clients or friends. I do everything from helping with bedtime and dinners to making reservations and reserving activities. I am usually given a whole or half day off to explore or relax on my own.

If I am providing care at the family's home while the parents travel, the parents arrive home a day before I leave so we have time to debrief and talk about the time away. I always keep a detailed log while I care for the children and share this with the parents.

### What You Do After

After I have returned home from a trip, I review my journal and notes and speak with the parents more if needed. I relax and care for myself so that I am refreshed and ready for my own family. My heart is always full when I return from a trip. I find great joy in spending time with the families I work for. I enjoy seeing the kids grow and develop into their own unique people.



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# PREVENTING DISCRIMINATION IN HOUSEHOLD EMPLOYMENT

By **Guy Maddalone**

Someone's home may not be considered a traditional workplace like an office or retail store, but you don't give up certain protections, and your employer has responsibilities to help prevent discrimination and harassment.

With fair hiring and employment procedures, a household employer can create a professional hiring attitude, an unbiased work environment, and a stronger relationship with their employees.

While federal laws to prevent discrimination in the workplace may not apply to household employment (they often require at least five, fifteen, or even twenty employees to take effect), they do set guidelines that your nanny family can follow when employing workers in their home.

Federal law prohibits discrimination based on

- Race, color, religion, sex, and national origin (Title VII of the Civil Rights Act)
- Age (Age Discrimination in Employment Act)
- Pregnancy (Pregnancy Discrimination Act)
- Citizenship (Immigration Reform and Control Act)
- Gender (Equal Pay Act)
- Disability (Americans with Disabilities Act)
- Bankruptcy (Bankruptcy Code)
- Genetic information (Genetic Information Non-Discrimination Act)

By following antidiscrimination laws, families can prevent discrimination in their homes and ensure equal-opportunity employment, including hiring, firing, compensation, promotion, recruitment, testing, job advertisements, benefits, retirement plans, disability leaves, and other terms and conditions of employment.

## Understanding Domestic Worker Protections

Domestic worker protections are often bundled together and called a domestic workers' bill of rights. These documents are

spreading throughout the country. Some of these safeguards ensure wage laws, such as those relating to minimum wage, overtime, paystub information, and frequency of pay. They also include antiharassment and antidiscrimination protections families need to follow.

Some examples of domestic worker protections include the following frameworks.

### Connecticut Domestic Workers' Bill of Rights

Household employees have protections against sexual harassment and protection from employment-related discrimination based on their race, color, religion, age, sex, gender identity, sexual orientation, marital status, national origin, ancestry, or mental or physical disability.

### Hawaii Domestic Worker Protections

In Hawaii, it's illegal for a household employer to discriminate against a household employee in compensation or in terms, conditions, or privileges of employment because of race, sex, including gender identity or expression, sexual orientation, age, religion, color, ancestry, disability, or marital status. Prohibited discrimination includes sexual harassment in the form of pressure to engage in unwelcome sexual activity, sexual assault, verbal harassment or abuse that is racial or sexual in nature and creates a hostile work environment, and unequal pay based on race, ancestry, or other prohibited bases.

### Illinois Domestic Workers' Bill of Rights

Under the Illinois Domestic Workers' Bill of Rights, household employees have protection against sexual harassment.

### Massachusetts Domestic Workers' Bill of Rights

Massachusetts household employees are protected against retaliation—that is, they can't be fired or discriminated against—when seeking fair wages and overtime.



**Guy Maddalone**

Guy Maddalone has more than thirty years of experience in the payroll, human resources, and employment services industries. In 1991, he founded GTM Payroll Services to provide payroll, tax, compliance, and insurance administration 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*.

**Oregon Domestic Worker Protections**

Under Oregon’s Domestic Workers’ Protection Act, household employees have protection against sexual harassment or harassment based on gender, race, national origin, religion, disability, or sexual orientation.

**Virginia Domestic Worker Bill of Rights**

In Virginia, domestic workers are protected from unlawful employment practice to fail or refuse to hire, discharge, or discriminate against any individual for the following reasons: compensation, race, color, religion, sex, sexual orientation, gender identity, marital status, pregnancy, childbirth or related medical conditions, age, veteran status, or national origin.

**Following State and Local Laws**

State and local antiharassment and antidiscrimination laws, while not always specifically aimed at household employment, often include employers with at least one worker, meaning families with domestic help are included.

Some of these laws include the following.

**Chicago’s Human Rights Ordinance**

All Chicago employers, including families with household help, must display a poster advising employees of the prohibition against sexual harassment and have a written sexual harassment prevention policy. Household employers must provide one hour of antisexual harassment training and one hour of bystander training to all employees.

**Colorado Anti-Discrimination Act**

The Colorado Anti-Discrimination Act was expanded last year to include domestic workers and makes it illegal for household employers to discriminate against a worker based on disability, race, sex, sexual orientation, religion, age, and nationality.

**New York City Human Rights Law (NYCHRL)**

Sexual harassment at work is illegal under the NYCHRL. This includes lewd or sexual comments about a worker’s appearance, body, or clothes; pornographic or sexually explicit images, cartoons, or graffiti; unwelcome or inappropriate touching of an employee’s body; threatening to fire a worker or reduce their pay if they refuse a sexual advance; and making sexist or derogatory comments based on gender.

**New York State Human Rights Law (NYSHRL)**

Families that employ household help in New York State are prohibited from discriminating against their employees due to age, race, creed, color, national origin, sexual orientation, gender identity or expression, military status, sex, disability, predisposing genetic characteristics, familial status, marital status, domestic violence victim status, favorably resolved arrest record, or worker opposition to any practices forbidden under the NYSHRL or for having filed a complaint.

**New York State Sexual Harassment Complaint Hotline**

The New York State Division of Human Rights established a confidential, toll-free hotline for employees to call with workplace sexual harassment complaints. The service also provides free legal assistance to individuals who contact the hotline.

**District of Columbia Human Rights Act**

All employers in our nation’s capital are prohibited from discriminating based on the actual or perceived race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, gender identity or expression, family responsibilities, genetic information, disability, matriculation, or political affiliation.

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.

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### Implementing Policies and Procedures

A best practice for household employers and their workers is to include an antiharassment and antidiscrimination policy in their employee handbook or work agreement that specifically addresses sexual harassment.

The policy should clearly state that

- All employees and employers within the household are expected to treat one another with respect to maintain a positive work environment
- The employer will act immediately upon learning about a sexual harassment complaint
- An employee should promptly file a formal complaint if the employee experiences behavior that is unwelcome, offensive, or inappropriate
- The employer will assure employees that all complaints of sexual harassment will be handled in confidence
- The employer mandates a workplace free from all forms of discrimination, as per the law

Your employee handbook should cover what actions will be taken when a sexual harassment complaint is filed. The policy should also state that no employee will experience retaliation for submitting a sexual harassment complaint.

### Using Commonsense Practices

These practices can also help household employers prevent discrimination in the workplace:

- Treat all employees equally.
- Hire, promote, and fire without bias.
- Review employment policies for unfair and negative impacts on a protected class (e.g., race, religion, ethnicity, gender, age, disability, or pregnancy status).
- Eliminate any unfair or negative policies or practices.
- Take immediate action to eliminate discriminatory conduct, including inappropriate comments or behavior.
- Encourage diversity.
- Never retaliate against an employee for filing a discrimination complaint.

Unwelcome verbal or physical conduct that is sexual in nature or that shows hostility to the employee because of their gender can have devastating effects on the workplace. Household employers should take every step necessary to prohibit sexual harassment from occurring.

Families and their workers should be aware of any discrimination laws in their state and city and understand how they may apply to them. Then they should implement employment practices to prevent discrimination, avoid lawsuits, and create a healthy work environment.

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# MEMORABLE MOMENTS: THE SHAPING OF A NANNY CAREER

**READER SUBMISSION**  
**BY GLENDA DURST**

While there have been so many memorable moments in my thirty-seven years as a career nanny, two stand out as ones that helped shape my career. One happened at the beginning of my career and the other several years later.

I was just six months into my first nanny job. Picture it, if you will, a twenty-four-year-old farm girl from a small town in Minnesota who had recently graduated from college. Having found her first job on the East Coast, she took her first plane ride to her first nanny position, where she served as a live-in nanny and housekeeper for three young children.

The first few months were a real struggle as I abruptly transitioned from living on a farm to living in the city, from living in my own house to living in someone else's house, and from being responsible for myself to being responsible for three children (ages two, five, and six) and the housekeeping of the family's home.

I was overwhelmed, and I was missing my family.

Christmastime was approaching, and I was not planning on going home to Minnesota. Flights were expensive, and I didn't have much vacation time. Saying I was feeling a bit down is an understatement. One day as the holidays approached, I arrived to pick up the five-year-old early from school. As I arrived to pick up my charge, the teacher pulled me aside and told me that the class had been studying heroes and that my five-year-old charge announced to the class, "My nanny is my hero because she isn't going to be able to go home to see her family for Christmas!"

I was choking back tears as I walked alongside my young charge to the car. His thoughtful comments made me stop in my tracks with the realization that what I say or do and how I act makes a big impact on little minds.

This was truly a career-changing moment.

The second most memorable event in my career came in 1993 when I was chosen to be the International Nanny Association (INA) Nanny of the Year (NOTY). While it was such an honor to be selected, it was also a very humbling experience to have been chosen by my peers to represent all nannies in our profession. I had many wonderful

experiences that year, both personal and professional, which challenged me to grow even more in my professionalism. I did, and still do, take great pride in my career, and my growth didn't stop when my reign was over.

In a way, being NOTY launched the second part of my career. I continued gaining knowledge about advancements in my field by attending conferences, joining professional organizations, reading articles and books on a variety of topics, and even enrolling in a community college to get certified in infant and toddler development.

This was also about the time when many children began being diagnosed with autism and other learning differences. Whether this was due to better diagnostic tools or a shift in society, I don't know, but for whatever reason, many of the nanny positions at the time required caring for children who had or were diagnosed with learning differences.

For the next several years, I embarked on a journey of caring for children with learning differences. I attended speech and occupational therapy conferences and followed through with the therapy plans at home. I also started focusing on finding resources to help the families better understand what their children were facing and how to best offer support, which led me to create a resource guide that was made available to other nannies on the INA website.

After my time as NOTY, I went on to serve on the INA Board of Directors until 2000, where I served on several committees and shared my passion for continued professional development. That passion for continued professional development is one I still have today.

*Glenda Durst is a college-educated career nanny with over thirty-seven years of professional nanny experience. She has been in her current position as a nanny and household manager for twelve years. In 1993, Glenda was named INA Nanny of the Year. Glenda is passionate about the career advancement of nannies through education.*

# ALL ABOUT MILEAGE REIMBURSEMENT

JAYNIE FAWLEY

As a professional career nanny with sixteen years of experience, Jaynie has spent the past twelve years working as a nanny with the same amazing family, though nowadays you'll mostly find her running her two nanny girls to and from school and other activities (she is no stranger to mileage reimbursement!) She also knows firsthand how life changing it can be to have a nanny who loves and is fully invested in your family long term, and she works hard to recreate this magic with every nanny and family she represents.

Welcome to the wonderful world of nannying! Every professional nanny has a first nanny position listed on their résumé, and most have experienced at least one situation where they learned something new about industry standards and had to advocate for themselves in a current or next position. For many nannies, that includes addressing the IRS mileage reimbursement rate with their employers.

The federal mileage reimbursement rates are set and defined by the IRS each December for the following year, and these standardized rates are used to reimburse individuals for the costs of operating their personal vehicle for business, charitable, medical, or moving purposes. For 2023, the IRS reimbursement rate is 65.5 cents per mile for all miles driven in a personal car for business use.

Nannies who are required to use their personal vehicle to accomplish their work duties are entitled to ask for reimbursement for every mile they drive while on duty, with or without children in their car. Mileage reimbursement does not cover a nanny's commute to and from work, but it kicks in when transporting children to and from school and activities and whenever the nanny runs errands for their employers, like grocery shopping, dropping off dry cleaning, running to the post office, and so on.

Now let's talk about how the IRS determines their rates and what they are intended to cover. The IRS mileage reimbursement rate for business use is based on an annual study of the fixed and variable costs of operating a vehicle. The IRS uses that information to set a standard per-mile rate that is intended to cover all costs incurred when driving one's personal car for work use. The variable costs the rate covers are the cost of gas, oil, tires, maintenance, and repairs, and the fixed costs are the cost of insurance, registration, depreciation, and lease payments.

So, not only does the IRS rate cover far more than just your gas, but it is also intended to compensate you for the wear and tear of transporting children in your car (muddy seat backs and goldfish crumbs literally everywhere sound familiar?), more frequent oil changes and tire rotations, and general upkeep as needed to keep your car running in top condition for the safety of yourself and the children. Just as importantly, the IRS rate is intended to help cover the costs of your annual vehicle registration and your auto insurance, including covering the cost of a business rider if your state requires it (this varies by state, so if you don't know if you legally need to have a business rider to be insured when driving for business use, call your insurance agent and ask!)

It's important to point out that federal law does not currently require employers to reimburse employees directly for mileage, and only a small handful of states legally require employers to use the IRS reimbursement rate. That said, it is still best practice in our industry for employers to offer their nannies the IRS mileage reimbursement if they require their nanny to use their personal vehicle to transport children.

It is absolutely within your rights to ask your employers to honor the IRS rate, emphasizing to them that mileage reimbursement is fundamentally intended to cover more than just gas. If they're not willing to budge and insist that they're only willing to reimburse at a lower rate, only you can decide if you feel comfortable moving forward, especially as some reimbursement is better than none. Since paying the IRS rate is considered optional from a legal standpoint, your employers can technically offer a lower reimbursement rate or other means of reimbursing, but this agreement should feel fair, appropriate, and sustainable long term.



Let's discuss other popular options for reimbursement that don't follow the straight "miles × rate = cash" formula. In best practice, each option will keep the current IRS mileage rate in mind when deciding reimbursement amounts. Some families may choose to pay their nanny a higher hourly rate to compensate for mileage, but both parties should be aware that this additional income is taxed on both sides. Some families have the nanny fill their gas tank with the family debit card twice each week or will load a large chunk of funds onto a gas station gift card for the nanny to use. Another common option is paying the nanny a weekly mileage stipend, which is a flat rate per week based on an average of miles driven (e.g., an extra \$100 per week to cover an average of 150 miles driven weekly). Or, to avoid the need for mileage reimbursement altogether, the family always has the choice to provide a vehicle for the nanny to use while on duty. The key is, again, that the agreement you reach feels like appropriate compensation for using your personal vehicle at work.

When you address mileage reimbursement with your employers, be prepared and stay professional. Provide information about the IRS rate and what it's intended to cover, and let them know how you would prefer to have mileage reimbursement handled going forward. Whether you accept the rate they offer, negotiate for a higher rate, or compromise on a different means of reimbursement that feels fair, make sure you have this agreement added to your work agreement. Include all of the terms for reimbursement, including how you will track miles (a physical calendar, a shared Google doc, in an app, etc.), how often you'll turn them in for reimbursement, and how the reimbursement will be paid. If you find you're not able to meet a fair compromise with your employers, you may have to decide whether it's best for you to stay committed to the family, or if it's best to find a new position where industry-standard benefits like mileage reimbursement are included as a matter of course.

Whatever the outcome, be proud of yourself for doing your research, seeking advice, and having hard conversations with your employers. You deserve to be treated as a professional nanny and valuable employee, and being empowered to advocate for yourself will ensure that you are treated well throughout your nanny career.

## PREVENTING HOT CAR DEATHS



According to the US National Highway Traffic Safety Administration, about forty children a year die from heatstroke, either because they were left inside a car or became trapped in one. That's about one child every ten days killed in a hot car.

The majority of hot car deaths—53 percent—happen because someone forgets a child in a car. You may be asking yourself, How does this happen? Families who lost a loved one thought the same thing at one point, but then the tragedy happened to them. Hot car deaths don't just occur in the summer heat. On average, the first vehicular heatstroke of the year happens in March, according to Jan Null, who has been tracking such deaths since 1998. These are among the trends he has discovered over the years:

- About 46 percent of the time when a child was forgotten, the caregiver meant to drop the child off at a daycare or preschool.
- Thursdays and Fridays (the end of the workweek) see more deaths than other days.
- More than half of the deaths (54 percent) are children under two years old.

Parents and caregivers, get in the habit of always checking the back seat of your car before locking the doors. Remember: check the back seat.

<https://www.nhtsa.gov/child-safety/you-can-help-prevent-hot-car-deaths>



### Jaynie Fawley

Jaynie Fawley is the founder of Michigan Nanny Solutions and is currently celebrating 10 years of providing professional solutions for nannies and families in West Michigan. As a placement agency owner, Jaynie strives to elevate the nanny industry by establishing realistic expectations and professional standards for nannies and their employers, and accomplishes this by providing education, advocacy, and empowerment to the nannies and families in her community. Jaynie's success rate in introducing local families to professional nannies for long-term, mutually beneficial employment relationships is a source of great pride.

Jaynie's vision is an industry where every nanny is paid fairly and legally, with standard industry benefits, and in long-term relationships with families who truly like them and value them, both as professionals and as people.

As a professional career nanny with 16 years of experience, Jaynie has spent the past 12 years working as a nanny with the same amazing family, though nowadays you'll mostly find her running her two nanny girls to and from school and other activities (so she is no stranger to mileage reimbursement!) She also knows firsthand how life-changing it can be to have a nanny who loves and is fully invested in your family long-term, and she works hard to recreate this magic with every nanny and family she represents.



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# MEN AT WORK:

## MEET NORLAND'S MALE NANNIES

According to an article published in the National Children's Bureau's publication, *Children & Society*, "A number of international researchers have commented in recent years on the global pattern of a low male presence in the early years workforce."

In fact, numbers from the Organisation of Economic Co-Operation and Development claim that the proportion of male childcare workers in most countries is no more than 3 percent of the workforce.

In an industry where diversity and inclusion workshops composed a complete track at the 2023 International Nanny Association Annual Conference, we must ask ourselves, Where are the men in nanny care?

Liam, whose last name has been withheld for privacy, is one of Norland's first male degree graduates to qualify as a Norlander, having completed his probationary Newly Qualified Nanny (NQN) year in 2019. As a pioneer in the early years sector, he shares a bit about his experience as a male carer.



### **What is your educational background?**

Prior to my Norland training, I studied a BTEC Level 3 in children's play, learning, and development (which is equivalent to US AP examinations); this gave me the foundational knowledge and experience to begin my career in the early years.

I then trained at Norland with Set 39 as one of the first male degree graduates. I gained a BA (Hons) degree in early years development and learning, and I also earned the prestigious Norland Diploma. I qualified as a Norlander in 2019.

### **How did you get to where you are today?**

My journey to becoming a nanny began when I was in my second year of my BTEC. I was lucky enough to have a Norlander attend my school and give a presentation on their career and training. I was immediately captivated, and that was all I needed. I left that presentation and said to my tutors that I would become a Norland nanny. At the time, however, there were no male students at Norland nor nannies who had completed the four-year degree and diploma training; regardless I plowed on. I was determined to make it happen.

It was difficult; there were times when I never thought I'd achieve my dream of calling myself a Norlander. I had to overcome many setbacks, such as the feeling of being the odd one out as one of only two men at Norland when I joined, which is very much not the case today.

I knew I had to make it; I knew deep down I had so much to offer. There are many false and damaging stereotypes surrounding men in the early years sector, so I knew I had to show that I was just as good as my female counterparts.

In my final year, the NQN year, I was fortunate enough to be recognized with a Special Commendation award by Norland for the work that I had done throughout that year. This award set me off on the process of becoming the best nanny that I could possibly become, and that continues to this day.



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

As part of the Norland diploma, students undertake over 1,200 hours of placements that range from hospital and nursery settings to family settings, so I already had a wealth of hands-on experience by the time I graduated.

Currently, I am working for a family with three children (aged five, three, and nine months) in southwest London and have been with them for the past three years. I have experienced everything imaginable with them, from extensive house renovations to COVID-19 lockdowns, through to beginning school and the welcoming of a new sibling.

**What obstacles did you face when you decided to be a male nanny?**

There were many obstacles to overcome, mainly surrounding the fact that caring for children is heavily stereotyped. Working in the early years is not considered a “masculine” job or, as one person said, “not the sort of work a real bloke would do!”

In the past, I have been asked to complete childcare tasks differently, depending on whether I was caring for a boy or a girl, due to my gender. While this is frustrating, I am always respectful of the wishes of my employers and am mindful of the fact that I am very much an outlier as a male nanny.

**How has the industry changed since you became involved?**

I believe that the industry has seen a small, but not insignificant, increase in the number of families who are more open to having a male nanny. This is coupled with the fact that there seem to be more men entering the industry and filling these roles, which shows that while the demand is still low, it is increasing. I think this increase could be the beginning of what has the potential to be a real change toward equality in the industry.

**Where do you see yourself in five years?**

Within the next five years, I'd like to see myself transitioning into the role of teacher at a primary school for children aged four to eleven. This would mark the beginning of my journey toward my ultimate ambition of becoming a headteacher. I would love to work my way through the ranks.

To go to Norland, you must be ambitious, as you must have that belief that you could eventually make it as a Norland nanny. It is this ambition that sets Norlanders apart.

That sort of ambitious mindset is encouraged and developed at Norland. We are taught that the world is full of opportunities and that it is then up to us as individuals to harness and develop our knowledge and experience as we move forward in our careers.

**What is your best advice for men considering becoming a nanny?**

I think the best piece of advice I can give for men considering nannying is they must understand that simply being male will not automatically make them more desirable to a family looking to employ a nanny. Regardless of gender, nannies need to have a well-rounded character and be able to show their employer family they have all the necessary skills and traits to be a good nanny.

This is by no means an easy process, but once you have established yourself, being a nanny is truly one of the most rewarding roles you could ever have.

**What is your best piece of advice for nannies in general?**

My best piece of advice would be to ask yourself if you are someone that the four- or five-year-old you would aspire to be. This is the impact you should be wishing to have on the children you care for. You should aim for them to see you as a role model.

**Biggest nanny industry myth surrounding male nannies?**

The biggest industry myth is that male nannies are only suitable for families with extremely active boys. I have three charges: the older two are boys, and the baby is a little girl. It is evident that while the boys are active, the way they interact with their sister is how they have seen me interact with her, which is very gentle and calm.

**What is the one thing you'd like parents to know if they have the opportunity to hire a male nanny?**

Look at their ability to nanny and make judgments based on that as opposed to the stereotypes attached to gender. You will find that any dedicated male nanny will have all the fundamentals of a great nanny in the same way as any female nanny.



*Jordan Murray is twenty-four years old, and is a qualified Norland nanny. He has been in the childcare industry for seven years now, and is just as in love with it now as he was when he first began. He is happily married to a fellow Norland nanny, Arianna Ribis. He and his wife have a huge passion for cooking and spend most of their free time cooking or exploring local food markets. Jordan has two younger brothers (aged eight and six), who are the main reason he is in this industry. He wanted to help promote men within the early years industry, as he does not want anyone to feel like they can't pursue a career because of their gender despite being passionate about it.*

### **What is your educational background, and how did you know you wanted a career in the early years?**

Growing up, I always wanted to be a primary (elementary) school teacher, as caring for children has always been in my nature. I think primary school teachers are the unsung heroes of our world—I have so much respect for them. However, when I did some work experience at a primary school, I realized the thing that drew me in about the industry was the caring aspect, not the teaching, so I began to look into nannying.

I was also lucky enough to become a big brother at the age of seventeen. Being involved in my brother's upbringing made me realize just how much I enjoyed caring for children. I originally began studying for A-Levels (equivalent to AP exams), but I quickly realized that these could not lead me to my chosen career. I decided to study for a Level 3 qualification in early years education from the Council for Awards in Care, Health, and Education (CACHE), which finally placed me on my path to becoming a Norland nanny!

The CACHE course ultimately led me to attend an open day at Norland about five years ago. Norland is the world-leading higher education provider for those wishing to become early years practitioners, so I instantly knew that was the place I needed to attend. A few years on, I graduated with Set 41 after completing a BA (Hons) degree in early years development and learning and earning the prestigious Norland diploma. Now I work with a private family, caring for two boys aged ten and eight. I couldn't be happier!

### **How did you get to where you are today?**

I have always had a clear goal of wanting to be part of the early years industry, which is how I got to where I am today. I gained top marks in my Early Years Education course before coming to Norland, which took a lot of hard work, but I was determined to be a Norlander eventually.

I trained at Norland for four years, completing both the BA (Hons) degree course and the Norland diploma, which not only includes practical classes in everything from swaddling and cooking to self-defense and cybersecurity training, but also over 1,200 hours in placement settings. In my case, as is the same with many Norland students, I was working as a nanny at the same time. I had to work extremely hard, but all of this led me to where I am today, and I would not change a thing.

During my NQN year, which is the fourth and final fully paid placement year of the Norland diploma, I moved to London to begin working with a wonderful family. During this time, Norland students work full time in this position while being continuously monitored to ensure they are upholding the exceptional Norland standards.

I had a great relationship with my NQN family, but they were moving out to Los Angeles and asked me to come with them to continue working. I had recently married my wife, who also trained at Norland. Although they asked us to move to the US together, it was not right for us at such an early stage in our marriage, and I have had so many opportunities, both personally and in my career, since then.

### **What obstacles did you face when you decided to be a male nanny?**

I am aware of the damaging stereotypes and generalizations concerning men in the early years industry, so I always anticipate negative reactions or obstacles to an extent. I understand my counterparts may experience this in their careers, but I am very lucky that I have never experienced any negativity and do not think I have faced any obstacles to my career that a female nanny would not have encountered.

People do, however, see me with my charges and assume I am their dad or big brother, as men are not traditionally thought of as nannies. In my previous job, there was an amazing community around the area I worked, and everyone was so chatty with each other. When they found out I was my charge's nanny and not their father, people were really positive and intrigued. I would be propositioned to be another family's nanny on a daily basis!

### **How has the industry changed since you became involved?**

I came into the industry always being the only male nanny, no matter where I went. However, I have definitely noticed within the past three years that the number of men in the industry has been steadily increasing.

When I started my Norland training, I joined the year group with the largest intake of male students in Norland history, and there has been a very steady flow of men coming to Norland ever since. I often bump into other male nannies while I am out and about with my charges during the day now.

### **Where do you see yourself in five years?**

It is always very difficult to say where I would see myself in five years. I probably would not have believed anyone if they told me five years ago I would be in my current position!

At the moment, I simply hope to be working with a family where I can truly be an asset. My wife, who is a fellow Norlander, and I work full time as nannies and hope to be parents within the next five years.

### **What is your best advice for men considering becoming a nanny?**

I know that entering a profession that is dominated by one gender can be very daunting, yet I really believe that if being a nanny is something you are truly passionate about, nothing should hold you back. I would recommend looking into training at Norland, as you will not find a better education for early years practitioners anywhere else in the world.

### **What is your best piece of advice for nannies in general?**

The best advice I could give to nannies is to practice self-reflection with continuous personal and professional development. It is so important to give yourself opportunities to reflect on your personal practice and implement any changes or find opportunities for growth where necessary.

## Jordan & Arianna

I am always looking for ways to improve my practice. For example, my two charges love sushi, so I recently joined a course on sushi making so I could build on what I learned at Norland and create more delicious and healthy meals with them, and now they absolutely love making sushi with me!

### **Biggest nanny industry myth surrounding male nannies?**

The biggest industry myth surrounding male nannies is that they are more attuned to doing rough-and-tumble activities and lack the levels of affection a female nanny can provide. Not only is this not true, but honestly, male nannies vary just as much as any other nanny; some are more active, some prefer to be more creative, and some are excellent at caring for newborn babies—each has their individual talents. Being male does not define who you are as a nanny.

### **What is the one thing you'd like parents to know if they have the opportunity to hire a male nanny?**

I would hope that they would look at the nanny as an individual, as the parents I have worked for in the past have, and not based on gender. It is important to judge the nanny on their individual merits. This is the only way to ensure the nanny you hire is right for your family.

### **What is it like being married to a fellow Norland nanny?**

My wife, Arianna, and I met at Norland. We were both in the same year group: Set 41. The minute I started at Norland, I noticed her but was too shy to pursue anything. Eventually, I managed to work up the courage in our second year by convincing my housemate, who was her good friend, to invite her to our house for tea.

Three and a half years later, I asked her to marry me in the middle of Borough Market in London, which is a special place for us. People stopped and started filming us, and we got loads of freebies from the market stalls as congratulations.

Marrying a fellow Norland nanny is great. We both understand how demanding the career can be, and this really helped us in building an amazing relationship that blossomed into marriage! We have always had jobs in similar locations in London too, so our schedules work well together. Arianna cares for a little girl who is six and her brother, who is two.





## SUMMER SAFETY

**American Red Cross**

Summer is just around the corner, and the American Red Cross offers tips for having fun and staying safe as you enjoy the great outdoors. What's your plan for this summer? Enjoying the water? Going camping? Firing up the grill? Whatever you prefer, we have safety steps to follow. And don't forget your furry friends. There are steps you can take to help keep them safe too.

### Water Safety

Every day, an average of eleven people die in the United States from unintentional drowning—and one in five of those are children fourteen or younger according to the Centers for Disease Control and Prevention. The Red Cross wants everyone to know critical safety knowledge and skills that could save your life in and around the water. We encourage families to build confidence in the water by learning to be safe, making good choices, and learning how to swim and handle emergencies.

- Preventing unsupervised access to water, providing constant, active adult supervision, and knowing how to swim are critical layers of protection to help prevent drowning.
- Classes to learn how to swim are available for both children and adults. Check the map for learn-to-swim providers in your community. Everyone should learn first aid and CPR too so they know what to do in an emergency.
- Download the Red Cross Swim app, sponsored by the ZAC Foundation, for safety tips, kid-friendly videos, and activities, and take the free Water Safety for Parents and Caregivers online course in English or in Spanish.
- It's best to swim in a lifeguarded area. Always designate a "water watcher" whose sole responsibility is to keep a close eye and constant attention on everyone in and around the water until the next water watcher takes over.
- Drowning behavior is typically fast and silent. Unless rescued, a drowning person will last only twenty to sixty seconds before submerging. Reach or throw—don't go! In the event of an emergency, reach or throw an object to the person in trouble. Don't go in! You could become a victim yourself.

### Grilling Safety

More than three-quarters of US adults have used a grill, yet grilling sparks more than ten thousand home fires on average each year. To avoid this, the Red Cross offers these grilling safety tips:

- Always supervise a barbecue grill when in use. Don't add charcoal starter fluid when coals have already been ignited.

- Never grill indoors—not in the house, camper, tent, or any enclosed area.
- Make sure everyone, including pets, stays away from the grill.
- Keep the grill out in the open, away from the house, deck, tree branches, or anything that could catch fire.
- Use long-handled tools especially made for cooking on the grill to help keep the chef safe.

### Summer and Pets

Summer's heat can be dangerous for your family pets. Follow these steps to help ensure your pet stays safe this summer.

- Don't leave your pet in a hot vehicle, even for a few minutes. The inside temperature of the car can quickly reach 120 degrees, even with the windows cracked open.
- Animals can suffer heat stroke, a common problem for pets in warmer weather. Dogs with short noses or snouts, like the boxer or bulldog, are especially prone to heat stroke, along with overweight pets, those with extremely thick fur coats, or any pet with upper respiratory problems such as laryngeal paralysis or a collapsing trachea.
- Some of the signs of heat stroke in your pet are heavy panting, an inability to calm down, even when lying down, brick-red gum color, a fast pulse rate, and an inability to get up.
- If you suspect your pet has heat stroke, take their temperature rectally. If the temperature is above 105 degrees, cool the animal down. The easiest way to do this is by using the water hose. Stop cooling the animal when the temperature reaches 103 degrees.
- Bring your pet to the veterinarian as soon as possible, as heat stroke can lead to severe organ dysfunction and damage. Download the Red Cross Pet First Aid app for instant access to information on how to treat heat stroke, other emergencies, and general care for cats and dogs, and take the Cat and Dog First Aid Online Training course.

### About the American Red Cross

The American Red Cross shelters, feeds, and provides comfort to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members, and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit <https://redcross.org/> or <https://cruzrojaamericana.org/>, or visit us on Twitter at @RedCross.

Reprinted from <https://www.redcross.org/about-us/news-and-events/news/2022/have-a-safe-summer.html>

## FEATURE

Lauren Holgate has over fifteen years of experience in the nanny industry.

A career nanny, in 2019 she launched her agency, Holgate Nannies where she provides families with the most professional nanny services possible while providing talented nannies with ongoing support and development opportunities across the Netherlands and Europe. Lauren holds a diploma in early years development and qualifications in holistic sleep training for babies and toddlers.

She is also active in the global nanny network and in 2021 she served on the selection panel for the International Nanny Association Nanny of the Year.

# SO YOU WANT TO BE A NANNY IN AMSTERDAM?

In the Netherlands, there is the option to hire a gastouder (a nanny working in the home). There are strict regulations and criteria for this, including a childcare qualification, good command of the Dutch language, first-aid qualification, and an assessment of the employer's home.

If, however, you work in the private sector as a nanny, there are no official regulations or minimum standards for nannies in Amsterdam. Of course, employers must comply with Dutch labor laws and employment regulations, as with any industry, however agency and parent requirements vary dramatically. At Holgate Nannies, our nannies must have a minimum of three years of professional childcare experience, a valid pediatric first-aid certification, and a police check in the country they will be working in.

### **Employment Authorization and Background**

To work as a nanny in the Netherlands, you need an EU passport or relevant visa or residence permit. The Immigration and Naturalization Service can advise individuals on how to relocate to and work in the Netherlands. It's rare to find a family willing to offer visa sponsorship. Nannies have a range of credentials, including early childhood diplomas and degrees and degrees in teaching, nursing, and psychology. They will commonly have previous experience working as au pairs or kindergarten or daycare teachers. We also have nannies with degrees in law, music, and engineering! They might be yoga teachers, artists, teachers—anything and everything! The main thing is that they have a clear and proven passion for childcare and experience that showcases this.

### **Nanny Compensation**

Nannies working in the Netherlands have three employment options. They can be employed by the family (who pay their salary, benefits, and tax contributions), be self-employed (the nanny sets their own hourly rate and pays their own taxes), or work under the Domestic Workers Regulation (a form of contract with similar employment benefits that is suitable for three days or less or work per week). They are entitled to legal

employment benefits under Dutch labor laws. We advise our nannies and families to seek the advice of an accountant or lawyer before confirming which method is most suitable for them. Holgate Nannies act as an intermediary only.

The salary varies depending on what level of childcare, experience, qualifications, and duties are required. A casual babysitter can often be paid under Dutch minimum wage. Agencies like mine have policies in place to ensure the nanny is compensated legally, fairly, and consistently. A full-time working week in the Netherlands is between thirty-six and forty-eight hours. At Holgate Nannies, a nanny can earn anywhere from 3,000 euros to 4500 euros gross per month. Legally, a nanny who is fully employed can expect a minimum of 70 percent sick pay for the length of the contract, an 8 percent holiday bonus, a minimum of four weeks paid holiday, and a contribution toward their travel and expenses. At Holgate Nannies, we also include guaranteed hours as standard in employment agreements.

### **Nanny and Family Relationships**

The nature of nanny-family relationships is incredibly varied in the Netherlands. The growing population of expats moving to Holland means that a lot of our clientele is international, often bilingual, non-Dutch natives who travel extensively for work. Nannies are certainly becoming a more popular choice of childcare in the Netherlands, but due to a full-time working week being around thirty-six to forty-five hours, daycare can often give more coverage, with the added bonus of subsidies available to working parents. At Holgate Nannies, we work with a variety of formal and informal households, and relationships vary. Fully staffed households are less common in the Netherlands, so the nanny-family relationship is invariably less formal here.

### **Duties and Responsibilities**

A nanny or nanny is a long-term extension of the parents' morals and values, provides stability and consistency, and thinks about the child's whole childhood.

A nanny's focus is the care of the children. A job description wouldn't necessarily include all of the duties listed

below. For example, if a child doesn't nap, is under the age of two (especially a newborn baby), and is in the nanny's care all day, the job description duties list should be decreased accordingly. A typical list might include the following:

- Being responsible for children's care and well-being, including dressing, changing and bathing them
- Doing laundry for children (not the parents)
- Restocking the diaper bag, daycare bag, or school bag daily
- Washing children's dishes, bottles, and so on
- Unloading and loading the dishwasher once a day
- Overseeing the children's daily activities at home and out of the house
- Researching and implementing educational and developmentally appropriate activities
- Organizing and hosting playdates
- Following daily routines, including morning and bedtime routines
- Scheduling weekly activities or other appointments, including medical appointments, haircuts and more
- Encouraging progress toward developmental milestones
- Cooking for the children
- Tidying the kitchen and wiping kitchen surfaces after use
- Leaving the family areas, children's areas, and kitchen tidy.

Other duties that are sometimes included in the job description if the nanny works full time include:

- Packing for trips
- Managing toys and clothes
- Ironing the children's clothes (not the parents')
- Menu planning
- Batch cooking for the children
- Planning and implementing a special diet for the children (if required)
- Shopping for necessary groceries
- Running occasional errands
- Transporting the children to activities, school, and daycare by foot, tram, bike, bakfiets, train, or car.

### **A Day in the Life**

The daily hours for a nanny normally range from eight to twelve hours per day. If the days are longer, the nanny is probably working part time (two to three days per week). A nanny's work routine is

structured entirely around the needs and ages of the children in their care. Some of our nannies work from noon to 8:00 p.m. to offer parents support with after-school pick-ups, homework, and bedtime routines. Other nannies work from 7:00 a.m. or 8 a.m. until 5:00 or 6:00 p.m. to support parents with younger preschool-aged children. A nanny's day can include taking children to local age-appropriate activities (such as the zoo, library, museum, playground, sensory class, music lesson, sports, and other after-school activities), preparing meals, and helping with bedtimes and school drop-offs and pickups. They usually transport the children using a bakfiets (a kind of cargo bike), public transport, or tram. Sometimes older children will cycle by themselves alongside the nanny.

### **Nanny Employers**

Our clients are usually busy working professionals and expat families living in or who have recently relocated to the Netherlands. They often require the support of a nanny, as they don't have extended family to lean on. We have quite a few expat families who require part-time support outside of school and daycare hours. We work with a broad range of high-net-worth individuals from a range of countries. Lifestyle-wise, they are often very busy with work and travel and are looking for qualified, passionate nannies to support their family and their child's development.

### **Career Outlook**

The concept of nannying is becoming more common in the Netherlands. There is ongoing education and information needed on nannying and its function as a legitimate profession, but the majority of our clients hold the profession in high esteem and recognize its importance within the family setting and the development and care of their children. Many of our nannies possess childcare qualifications and are passionate about child development and teaching philosophies (Montessori, Steiner, etc.), which sets the nanny industry apart from casual babysitting.

### **Differences from the US**

I find the working weeks and hours to be shorter in the Netherlands. It is very unusual to hire a newborn care specialist in the Netherlands, but they are much

more common in the US. There are fewer training opportunities and support groups in the Netherlands, although this is changing. There is a considerably larger international population in Amsterdam than in the rest of the Netherlands, so families here have different prior experiences with the profession.

### **Nanny Life and Support**

Being a nanny in the Netherlands is a great way to maintain a healthy work-life balance and continue developing in your career. Nannies here often spend a lot of their working days outside and in nature, enjoying plenty of activities (especially in Amsterdam) and lots of parks, green spaces, and safe cycling routes throughout the country.

There is a Facebook group for nannies. Local nannies also organize regular meetups and playdates. There is a great community. At Holgate Nannies, we offer ongoing personal and professional development to our nannies to facilitate networking, knowledge sharing, and career growth. It's really important to raise the standards of the industry and support nannies and families when needed.

*I love the  
nanny  
profession.  
And I want  
others to  
love it as  
well.  
-Lauren Holgate*



# PEOPLE PROFILE JOLENE MYERS

ENANNYSOURCE.COM



Running background checks is a standard expectation for preemployment screening in the nanny industry, yet parents and nanny agency staff often get confused about what a good background check is. We caught up with Jolene Myers of eNannySource.com, a leading nanny industry background check provider to learn more about nanny background checks.

## 1. What is the biggest myth surrounding nanny background checks?

That they are all the same. Some background check companies run the information through a database and don't review or dig deeper. You can tell when this is the case because you receive instant results. If you want a thorough report, a check should be run at the county level. eNannySource treats each report as though we are running it for our own family. The reports are carefully reviewed, and we provide as much information to the customer as possible.

## 2. What do you wish parents knew about running nanny background checks?

Parents should, and are entitled to as potential employers, ask for legal photo identification to be sure the name and date of birth match what their candidate provided for the background report. We also recommend running a driving report, even if the caregiver may not be driving for them. It provides additional name and date of birth verification and ensures that their candidate can get to and from work when public transportation or ride-sharing isn't easily accessible.

## 3. What is the most common thing you see on background checks?

The most common negative hits are speeding tickets. What is concerning is when we see a hit on a driving report for improper child restraint or using a cell phone. The former can be fixed, but getting caught driving while using a cell phone is concerning. Several studies have shown that if someone is cited for using a cell phone while driving, it is most likely a habit.

## 4. What's the wildest thing you've seen on a nanny background check?

The strangest thing we've seen would probably have to be someone having a conviction for not picking up after their dog.

## 5. What's the most digging you've ever had to do to uncover information?

We once had a nanny swear that the derogatory information on the report was not hers. The first name was different, but everything else matched. After doing a lot of digging, we were able to find a legal first name change (after the incident) that matched. It isn't easy to run from your past.

## 6. How do parents and nannies know ordering a background check online is safe and secure?

eNannySource is consistently monitoring for security so that anyone who provides sensitive information can be assured their information is safe.

Completed reports do not include vital personal information so that there is no risk of identity theft. The reports are run through vendors that are accredited by the Professional Background Screening Association. We are also Fair Credit Reporting Act (FCRA) compliant.

## 7. What's your best advice for parents screening nannies?

Go with your gut. It seems that almost every time something negative happens, the parents say that they "had a feeling." Turn every stone so that you can feel confident that you have a good idea of who you are hiring. I would also recommend nanny cams because there is a wonderful side to them. You will get to see beautiful moments that you might otherwise miss.

## 8. What can nannies do if they find information on their background check that isn't true?

It is rare, but it can happen. Nannies can contact eNannySource or whoever ran the background check to dispute county results. If there is something on a driving report, they can contact the DMV directly.

## 9. What's the biggest error people make when ordering background checks?

People should always make sure that the person they are hiring matches the information they provide.

## 10. Anything else you want us to know?

The vetting process is vital, and a background check is only a part of that process. The family's search should also include reliable references (personal and professional), checking the internet for their social media, and just searching the name. It's amazing what you can find by typing someone's name and the word theft or arrest next to it. Also, getting an emergency contact is important. Most people forget that. eNannySource also offers personality assessments. Many companies use personality assessments to vet their candidates. Someone could be charismatic and interview well but not be the greatest match for the role. The personality assessment will help you dig deeper and find the right match.

eNannySource was established in 1994 and provides affordable and comprehensive background checks and personality assessments on caregivers. With no forms to sign or fax, our background checks are fully FCRA compliant and report back on the last seven years of an individual's history.

Jolene Myers heads all finance and human-resource-related functions for Longhorn Leads, the parent company of eNannySource.com. She holds a bachelor's degree in business management from Upper Iowa University and has held leadership roles in the mortgage, title, and REO real estate niches. Jolene is married to Ken and has three grown children.

## BACKGROUND CHECKS

# INDUSTRY STANDARDS



The Association of Premier Nanny Agencies (APNA) sets the following industry guidelines for members:

At a minimum, all APNA agencies must conduct the following background checks on every nanny candidate placed:

- Social Security Number (SSN) verification for identity authentication and to obtain former names and addresses
- Statewide and/or county felony and misdemeanor checks in the location where the candidate currently lives
- National Sex Offender Registry search
- Driving record check

### **Recommended Practices for Background Checks**

In addition to the required basic background components listed above, the APNA recommends the following additional checks:

- Felony and misdemeanor checks in every jurisdiction where the candidate has worked and lived during the past seven years
- Checking criminal records for every name used by the candidate during the past seven years
- Conducting annual updates to existing background checks on temporary nannies or babysitters
- Protecting candidates from identity theft by utilizing background-screening companies that do not engage in the offshoring of candidates' SSNs, dates of birth, or driver's license numbers for the processing of background checks.

### **Background Check Policies**

APNA agencies adhere to the following policies:

- A new, or updated background check, is done on every candidate prior to a long-term placement.
- Conduct annual or semiannual updates to existing background checks on temporary nannies or babysitters.
- Comply with the Fair Credit Reporting Act and all other applicable local, state, and federal laws.
- Protect candidates from identity theft by utilizing background-screening companies that do not engage in the offshoring of candidates' SSNs, dates of birth, or driver's license numbers for the processing of background checks.
- Provide all clients with the opportunity to decline or purchase additional background checks beyond the standard checks offered by the agency. The additional checks might include criminal checks in other locations; checks on civil litigation, bankruptcies, liens, judgments, and wants and warrants; national or multistate criminal database searches; or federal court searches.
- APNA agencies do not regard a national criminal check (also known as the multistate criminal check) as a substitute for the required criminal checks conducted at the county or state level.

enannysource

# MODELS OF NANNY CARE

BY MICHELLE LAROWE



Michelle has thirty years of experience in the nanny industry. 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 and serves as executive director of Morningside Nannies, editor of *Nanny Magazine*, and lead educator at [GlobalNannyTraining.com](http://GlobalNannyTraining.com) and [NannyTraining.com](http://NannyTraining.com) where she offers the only US based CACHE/NCFE accredited training for nannies.

Every job isn't right for every nanny. Understanding what makes a job the right fit can lead to greater job satisfaction, increased job performance, and workplace longevity. Decoding the three models of nanny care and identifying which model aligns with your caregiving approach is essential in choosing a nanny job you'll excel in and making a match that will last.

Screening for the tangibles is easy! Matching hours, duties, and pay is a cinch. But when we talk about "fit" being the key to successful matches, what do we really mean? The intangibles. One intangible is identifying which model of care a nanny naturally operates best in. Likewise, knowing which model of care best suits a family helps ensure both the nanny and family align. From management style to child-rearing preferences, analyzing the parents' expectations and contrasting them to what brings a nanny job satisfaction and a sense of purpose in the workplace is the secret to finding the right job for the right nanny and making long-term placements.

There are "locked" tangibles in each job. These include things that are objective. They are stable, for the most part, and include the location of the job, the number of children the family has, the number of family pets, or needing a swimmer if the family has a pool.

There are also intangibles in each job. These are far more subjective. These are things like communication style, management style, worldview, parenting approach, how much freedom the nanny has, and the role the nanny will play in the family. And just as the family has its intangibles, the nanny has intangibles, too, like how the nanny likes to communicate and be managed, what worldview and child-rearing practices the nanny adheres to, how much freedom the nanny wants, how often the nanny wants to be able to leave the home, and the role the nanny wants to play in the family.

Matching these intangibles is the key to unlocking fit.

Models of care help to organize the intangibles in a way that can be used to help nannies and families find the right fit. When the model of care the family wants matches the model of care the nanny operates best in, there tends to be a stronger match and better fit. There are three models of nanny care. The custodial model, the coordinated model, and the surrogate model.

In the custodial care model, the nanny's role is limited to meeting the children's physical and emotional needs during their parents' absence. In this model, the parents manage the children's day by providing the nanny with specific guidance. A nanny who provides custodial care will not have input into the child's scheduling or activities and does not have a voice regarding child-rearing practices or parenting philosophies.

In the coordinated model of nanny care, the nanny's role is to be a team player in raising the children. Nannies who engage in the coordinated care model are viewed as professionals who make valued contributions to the family. In this model, nannies have their voices heard when it comes to child-rearing practices and parenting philosophies. These nannies tend to be full-charge nannies who are given the freedom to make day-to-day decisions regarding the children's activities and outings.

In the surrogate model of nanny care, the nanny's role is to be the children's primary caregiver. In this nanny care model, the nanny may have limited interaction with their employers and may be left to make all decisions for the children in their care. Nannies who engage in the surrogate model of care may work for parents who travel extensively and need a guardian type of caregiver to tend to the children while they are away.

When it comes to the role the nanny plays in a family, you can think of these models as a spectrum from the most restrictive role, the custodial care model, to the least restrictive role, the surrogate care model.

Most families and nannies, in theory, like to operate in the middle where the nanny has a voice in ongoing child-rearing practices, the autonomy to make microdecisions because she understands the family's broader priorities, and an understanding at the end of the day that the parents are the final authority on their children.

Although, in practice, this isn't always the case. Some families may say they want a team player, but in practice they are looking for an extra set of hands or are completely inaccessible and need a pseudoguardian because they travel nonstop and can't be reached; these two options are on the extreme at either end of the spectrum.

Is one approach right or wrong? That is not the question. The question is, Does the role the family needs align with the role the nanny naturally operates best in?

CUSTODIAL	COORDINATED	SURROGATE
Parent Driven	Team Player	Primary Carer
Hired Help	Part of Family	House Staff
Directed	Valued Input	Director

But why does this matter? Because frustration happens when the model the family desires and the model the nanny operates best in do not match up. If the nanny wants to be like family, but the family wants a strictly professional relationship, there's constant friction in play. If a nanny feels fulfilled when she is fostering child development, but the family wants basic care, the nanny can lose her sense of purpose. When the role the nanny wants to play in the family and the role the family wants the nanny to play don't match, the nanny may get burned out from playing a role she wasn't cut out for.

When nannies understand what model of care they operate best in, they can look for positions that are seeking the same model of care. When they do, they'll find they have found the right job, with the right family leading to a match that will last.



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



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