

## **New Web Site Helps Take The Worry Out of Hiring Home Help *Links to Screened Placement Agencies***

The National Alliance of Professional Nanny Agencies (APNA) is proud to unveil its new web site because it makes hiring top-notch household help even easier for families nationwide. “There are no federal guidelines for household staffing agencies, so quality varies,” says APNA President Annie Davis. “Agencies that put their contracts, policies and procedures up for scrutiny by their peers are a cut above. APNA agencies are accountable not only to families, but to their own trade organization as well.”

Ask people how the pace of life today compares to the speed of day-to-day living just a decade or two ago, and you will likely get the same answer: Americans today live faster, work harder and deal with more stress. Called our country’s number one health problem, an estimated 75 to 90% of visits to primary-care physicians are for stress related problems, according to the American Institute of Stress.

An increasing number of families are finding a dramatic drop off in anxiety levels with the help of a qualified nanny. Household professionals give parents a chance to reclaim their health and time, and provide a caring pair of extra hands to help with dinner, drive little Bobby to soccer practice and Susie to her ballet lesson. But finding the right nanny can be a hassle all its own. It is time consuming and emotional.

APNA’s new web site ([www.theapna.org](http://www.theapna.org)) is one of the best ways to ease a parent’s fears during the daunting task of searching for the person who will care for their child during most of his or her waking hours. All agencies found on APNA’s national web site have proven they comply with the organization’s standards of practice and ethics. Among the things member agencies must do: criminal background checks for every candidate referred to a family, maintain the confidentiality of each family’s personal information, as well as abide by all state, local and federal laws. The site also provides valuable information for families on hiring, industry trends, tax payments – even parenting tips.

Marking its 13<sup>th</sup> year of service, The National Alliance of Professional Nanny Agencies remains dedicated to its founding mission of developing and maintaining the highest standards for the in-home staffing industry, along with bridging the gap between agencies and families. The organization further advances the cause of families by surveying agency owners and managers to re-examine APNA membership requirements. That will happen again at the annual APNA conference this fall, when members from across the country meet in Florida to focus on rejuvenating their staff and services.

With its new web site and in many other ways, The National Alliance of Professional Nanny Agencies continues to reach out to parents as an ethical partner in the most sensitive and important asset we all have – our families.

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To learn more about household staffing, including nannies, senior companions, chefs, and personal assistants, or to find household help near you, search APNA’s interactive map at [www.theapna.org/memberagencies](http://www.theapna.org/memberagencies).

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National Alliance of Professional Nanny Agencies