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- Alex cartoon
- Obituaries
- Picture galleries
- Text alerts
- Your view

## Pushchair plates spell trouble for bad nannies

By Catherine Elsworth in New York

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Parents in New York are fitting "licence plates" to their pushchairs, enabling passers-by to report errant child minders in a similar fashion to "how's my driving?" campaigns by trucking companies.

The brainchild of a New York prosecutor, Jill Starishevsky, parents pay \$50 for plates registered to a website, [howsmynanny.com](http://howsmynanny.com), which can be used by informers who spot improper behaviour or wish to praise noteworthy acts.

Mrs Starishevsky, an assistant district attorney, came up with the idea at a park where she saw two young girls playing "totally unsupervised" for an hour, their nanny engrossed in a book. "It concerned me," said Mrs Starishevsky, 36, who has two daughters. "So I tried to think up a way people could let parents know if nannies were doing something inappropriate."

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The scheme aims to formalise the tip-off system on "bad nanny sighting" blogs, which carry anonymous reports of nannies too busy plucking their eyebrows or chatting over coffee to notice toddlers straying into traffic.

The details on these sites were usually vague, "a nanny in blue jeans in Central Park", for example, and were unlikely to be seen by the parents concerned, Mrs Starishevsky said.

She says the plates are different from clandestine "nanny cams" used in many homes. "This is not about spying on nannies or catching nannies in the act. It's about giving parents peace of mind."

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