



POPPINS EDU-CARE NEWS

Issue 7 | February 2013



President and CEO
Poppins Corporation, Japan

MISSION STATEMENT

As our 25th Anniversary year drew to a close, Poppins Corporation moved to the start of a new stage of development. Although in 2013 there will be changes in the regulations of child-care support programmes, Poppins Corporation, known as a pioneering company in the child-care industry, will continue to provide the best professional and quality services for clients and thus children. If a company has lasted long, it means that it is needed in the society and can respond promptly to social changes. On March 1st, Poppins Corporation will hold a 25th Anniversary ceremony. We would like to express our appreciation to the clients, who have supported us for 25 years. We also plan to announce a series of personnel changes.

Poppins services started with the provision of Nannies; today it has extended to Nursery Schools and Elderly Care services. At Poppins, no compromise is acceptable in our pursuit of the highest level of service. To achieve this, we are helped by our clients as we can also learn from them. Even if Poppins moves into a new stage, we have to remember our objectives and philosophy when we were founded 25 years ago - 'to provide support for working mothers'.

I hope that our support results in making Japan a more energetic country.

中村 紀子 *Noriko Nakamura*

Noriko Nakamura, President and CEO

1. Poppins Fellowship at Harvard University Graduate School of Education

Poppins Corporation established the Poppins Fellowship Fund (2012-2014) at Harvard Graduate School of Education (HGSE) in June 2012 to commemorate the 25th Anniversary. This fellowship represents a gift to recognize the long friendship between Dean Kathleen McCartney of HGSE and Noriko Nakamura.

Wenjuan Qin, from the People's Republic of China, a doctoral student at HGSE, was selected as the first grant recipient and is now addressed as the Poppins Fellow. Her research interest lies in the language and literacy development of children, particularly in the multilingual environment. Wenjuan Qin will submit an annual report of her research to Poppins Corporation. Poppins Fellowship Fund confirms Poppins Corporation's global perspectives in the field of early childhood care and edu-care.



Dean Kathleen McCartney (left)
Noriko Nakamura
Wenjuan Qin (right)

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FROM THE EDITOR

Last year, I experienced first-hand what it is like to be a working woman with young children in Japan. It became clear to me that many families have unfulfilled needs and that our Social Support System provides only minimum care. A similar situation occurs with the care given to our elder parents. Working women carry most of these two responsibilities on their shoulders. Faced with the challenges of an ageing society, we need to focus on supporting our parents with grace and developing the potential of our children, who are the future of our society. Poppins will strive to carry out our important social mission to support working women.

榎本 好子 *Maiko Todoroki*

Maiko Todoroki, Director

2. Tateshina Forest School at Poppins Training Centre

The first Tateshina Forest School took place in September, 2012, at Poppins Tateshina Training Centre where 24 children, aged between 4 and 5, slept at the school with their parents for 2 days. Children enjoyed harvesting and cooking vegetables at Poppins Farm, walking on logs and listening to the sounds in the wood. They also enjoyed horseback riding at a nearby famous Pony Farm. Parents were happy to see their children learning through a hands-on, well-planned, residential programme. Tateshina Forest School is a unique experience for young children and their parents and will take place again in Summer 2013. For inquiries, please contact Operation Division Tel : 03-3447-2133 or Email : ml_operation@poppins.co.jp



Harvesting at Poppins Farm

3. First Training Programme with Nanny Service in Japan

Poppins carried out an employees training programme with nanny service, for the very first time in Japan, at Tateshina Training Centre opened in April, 2012. Poppins has been putting emphasis on training the company's Human Resource. The Kid's Room enables employees to join trainings without worrying about their children. Children of employees had a great Edu-care experience in nature in the planned facilities of the Kid's Room. A TAKIZAKURA Cherry Tree from MIHARU in Fukushima Pref. was planted in commemoration of the 25th Anniversary. The rose garden around the entrance to the Centre will soon be opening, which will make Tateshina Training Centre an even more beautiful place.



Having fun with a nanny in the Kid's Room



A child playing with a nanny in the playground of Tateshina Training Centre

4. Poppins participates in Tokyo University project

The Institute of Social Science (ISS), Tokyo University, Work Life Balance Promotion and Research Project investigates the relationship between the balance of work and life and the way of working in Companies. The themes in 2012 were Promoting Women's Active Roles and Maintaining Working and Senior Caring. As 90 % of the Poppins employees are women and Poppins has been supporting working women, Poppins participated both in the Conferences and Research. Poppins has been actively engaged in creating a women-friendly-working-environment, providing employees with special benefits when using Poppins Services and a reduced working schedule system to fit individual needs. For more details of the project, please contact : wlb.iss.u-tokyo.ac.jp/



Vigorous discussion in a meeting

5. Poppins VIP Care Service Training

Poppins VIP Care Service are renowned for providing quality care beyond standard nursing care. In 2012, <Super Care Staff> training took place over 3 days at our Training Centre in Tateshina. The training focused on the service mentality, hospitality, manners, professionalism, knowledge and skills of nursing, cooking and cleaning. Participants learned through lectures and practical training, to ensure that they will continue to excel in practicing Poppins philosophy of Quality Care, to respect customers, listen to family members' voices and offer service filled with care and love. For inquiries, please contact Silver Service Operation Division : 0120-06-2100 (9:00-18:00) or www.poppins.co.jp/vipcare/



Manner training for hospitality

Poppins was featured as one of Japan's "100 Miracle Making Organizations" in **Nikkei Business Magazine**, No. 1663, October 2012. Poppins' 2000 employees follow specific training for their business units, projects, and in leader management. Poppins also support staff wanting to acquire nursery school teacher qualifications.



6. Poppins Nursery Service at VERY Magazine event

The VERY magazine published by Kobunsha, is one of the popular magazines read by mothers seeking quality lifestyle. Mama Fes. 2012 - Handsome Mother Summer Festival - targeted 300 VERY readers, took place in August at Meiji Kinenkan Hall with Poppins responsible for the provision of child care services. Many children were fascinated by the Dreamy Wonderland, created in Poppins Kids Room. There children could make a crown or tiara to become a prince or princess, listen to storytelling in English, and enjoy face painting. Children had a great time. Poppins Kids Room Service was featured in the following edition of VERY magazine.



Castle and Fairy in Dreamy Wonderland



Face painting

7. Overseas Training Tours

Poppins Corporation now collaborates each year with Norland College (GB), Harvard University and Stanford University to organise overseas training programmes in child-care and edu-care. These programmes are open to professionals and others interested in updating their knowledge in the best and most recent global research and practise in these fields.

Norland College

The Norland College programme is a short, study-abroad programme that provides a holistic opportunity to study at the world-renowned, very early education training college in UK. Lectures at College are supported by practical trainings including at the affiliated Norland Nursery and participation in English family life during a 3 week home-stay in the historic city of Bath.

Harvard School of Education

The Harvard programme is highly appreciated by researchers, business managers, and principals as it includes lectures by 4 Faculty Members in the historic buildings and observation of the University facilities. The 2012 study group, with the guest participant of Prof. Nobuko Uchida, former Vice-President of Ochanomizu University, was popular.

Stanford University

The Stanford programme provides lectures by the Chair of Department and other Faculty Members supported by practical training at the affiliated kindergarten and day-care centre, including special workshops in top-level schools. Participants also have the opportunity to visit the corporate day-care centre of one of the leading Silicon Valley companies.

For inquiries, please contact Educational Service Operation Division : 03-3447-5826 or ml_kyoiku@poppins.co.jp



Graduating Ceremony at Norland College



Practical Training at Children's Centre, Stanford Community



Reggio Emilia Approach workshop at a Day-care centre

8. Local Governments request Poppins Edu-Care Training

Poppins received requests for training from Tokyo, Shizuoka, Saitama, Sakai and other Local Governments in 2012. At the request from Saitama Local Government, Poppins made a special, more progressive approach, training program for both day-care staff and kindergarten teachers. This was presented at 8 different venues and attended by more than 500 day-care staff and kindergarten teachers.

This programme invited leading lecturers in each field and included lectures on issues with high social needs, such as a support for parents, understanding developmental disability, and issues for carers of mental health patients.

Observation of kindergartens and facilities for the disabled plays a great role in fostering mutual understanding between kindergartens and day-care centres.

For inquiries, please contact Educational Service Operation Division :

03-3447-5826 or ml_kyoiku@poppins.co.jp



Training at Omiya City, Saitama

9. Poppins Keiki, Hawaii (PKH)

Poppins Keiki Hawaii recently introduced a new programme, Teddy Bear World excursion. Cute teddy bears from all over the world sing, dance, and display famous American and International destinations. The children really enjoy the dancing teddy bear Elvis Presley music show. Winter Programmes were also successful with popular programmes such as body board & pool, full day excursions, and cookie decorating. For evening fun, the Pajama Party programme has also been busy. Children especially enjoyed making Hurricane Popcorn and watching a fun movie in their pajamas.

For inquiries, please contact : 03-3447-2119 or www.poppins.co.jp/hawaii/



Having fun on the beach in Hawaii

10. Poppins International Pre-School (PIPS), Tokyo

Poppins International Pre-School atmosphere and small class sizes are perfectly adapted to children from 12 to 47 months old. The programme based on the British Curriculum Early Years Foundations Stage framework (EYFS) also includes opportunities for children, families and staff to enjoy special events and excursions together. PIPS is known for holding special, seasonal events in collaboration with Mitsukoshi Department store like Halloween in November and Christmas party in December. More than 60 children and parents visited the event and later visited PIPS's premises, next to Mitsukoshi, and enjoyed games, storytelling, and face painting.

Poppins International Pre-School offers an Extended Child Care, an After School Programme and Seasonal Programmes. This year we were pleased to open our Winter Programme: "Winter Wonderland" to all PIPS and non-PIPS's children.

For inquiries, please contact : +81-(0)3-5791-2105 or pips@poppins.co.jp



Home-like learning environment at PIPS

11. Active Learning School (ALS), Tokyo

In 2012 ALS opened their unique course for all fathers, "Poppins Daddy School". In November we went to Hayama, Kanagawa, on the coast not far from Tokyo, following the theme, 'Parent-child Outdoors'. Under the guidance of our Lifesaving Instructor, Naoki Imamura, who focuses on nature, we were able to experience walking through the woods along the creeks. We threw stones, walked across stepping stones, and collected leaves and nuts, It was easy to see how the children relaxed and enjoyed themselves. Parent-child Outdoors relaxing in nature was a very special bonding and lasting experience for both the children and their parents.

For inquiries, please contact :

03-5785-2131

(Edu-School 03-5758-2350) or

www.poppins.co.jp/activelearning/



Parent-child Outdoors Day Photo by TIDEPOOL

Poppins is actively recruiting

Poppins Corporation recruitment website was recently re-launched and a Recruitment Brochure was published in December 2012. Poppins aims to recruit nursery teachers, who sympathize with Poppins Corporate philosophy to offer high quality Nursery School services.

www.poppins-recruit.jp/

