



POPPINS EDU-CARE NEWS

Issue 10 | February 2015



President and CEO
Poppins Corporation, Japan

MISSION STATEMENT

After I read a book about children's poverty at the end of last year, I thought deeply about what I could do for these issues. The poverty ratio in Japan is now 16.1%, the 4th highest within the 34 member nations of OECD (Organization for Economic Co-operation and Development). This means 1 out of 6 children are suffering from poverty. So, what can we, Poppins, do for this? For example, take urgent action to support poor single parents or take realistic actions against the threatened safety of children, by making excuses to protect the personal information and privacy.

Nurseries have a mission as the hub station to support the nurturing of young children in each district. I immediately encouraged every employee of Poppins' 140 Nursery schools, all over Japan, to consider their personal powers to save young children in poverty. Poppins' first step could be exchanging information with nursery teachers through the "Hoikushi (Nursery teacher) E-club" run by NPO Poppins' website. Our actions might change situations through our sincere thoughts and better understanding of issues on how to save children from poverty. Throughout 2015, I would like to think more deeply about child poverty widening my view and understanding.

中村 紀子 *Noriko Nakamura*
Noriko Nakamura, President and CEO

Ms. Nakamura, selected as one of Fortune Magazine's Most Powerful Women

Poppins President & CEO, Noriko Nakamura was selected as one of the "Most Powerful Women (globally representing business women)" at an event in Hongkong hosted by Fortune Magazine, the world's largest business magazine with a world circulation of 1 million copies in 120 countries.

Noriko Nakamura was also a finalist in the "Ernst Young Entrepreneur of the Year" award hosted by Ernst & Young.



Speaking at the Fortune Magazine Event,
November 11, 2014



Ms. Nakamura at Ernst Young Award
Ceremony, the Imperial Hotel, Tokyo,
November 26, 2014

NEWS HEADLINES

1. "Poppins Ashiya Salon", the first elderly day-service centre
2. The 2nd Regional Partnership Lecture Meeting
3. Poppins Selected as Tokyo's Best Nursery Schools
4. Nursery Schools: New Openings Information
5. Temporary child day care service at events hosted by Media
6. Poppins Overseas Educational Trainings
7. Poppins Keiki Hawaii DAY!
8. Poppins Active Learning International School (PALIS)
9. Active Learning School

FROM THE EDITOR

In 2014 Poppins services became more global by re-launching the Active Learning International School (PALIS) and establishing the Poppins Keiki Hawaii DAY.

In 2015, since the Government will introduce a Comprehensive Support System for Children and Child-rearing and revise the Public Nursing Care Insurance, Poppins's responsibilities as a nursing and care operator will greatly increase. Thus Poppins will again review present services matching them to user's needs following Poppins' philosophy to provide the highest standard of services within our Society.

榎本 麻子 *Maiko Todoroki*
Maiko Todoroki, Director

1. "Poppins Ashiya Salon", the first elderly day-service centre

On October 14, 2014, Poppins established the first elderly day-service centre, 'Ashiya Salon' in Ashiya City, Hyogo Prefecture, in a leased, renovated, previous large private residence in typical Ashiya style. It is ideally located with views to the ocean and to the beautiful green mountain range behind. The capacity of the centre is limited to 10; the centre is open 365 days a year from 9:00 to 17:00. The centre offers various types of service on request like nursing not only in an early morning but throughout the day, as well as an overnight stay service that is not covered by nursing-care insurance. In addition to successful music therapies, a physiotherapy course is planned in 2015. The Christmas Piano Concert was attended by 40 participants. Other events as well as seminars like 'Oral Care' by dentists and others by orthopaedic specialists are planned in the future.

[Contact] Poppins Ashiya Salon: 0797-26-8455



A view of Osaka Bay from a terrace



Gates to Poppins first Elderly Day Care Centre



Christmas piano Concert in the Ashiya Salon

2. The 2nd Regional Partnership Lecture Meeting

On October 21, 2014, the 2nd Regional Partnership Lecture Meeting was held jointly hosted by Silver Care Service Department and NPO Poppins at the Poppins HQ. The keynote speech was made by Attorney Yuichi Yatsune. Regional care-managers and specialists in the elderly care gathered to hear the lecture "What is the adult guardianship? from the perspective of the specialist". In anticipation of a coming super-aging society in Japan, the importance of the roles of adult guardianship and how to handle problems of the increasing number of single elderly and dementia, gave rise to searching questions by participants.



Attorney Yatsune's lecture attended by 40 participants

3. Poppins Selected as Tokyo's Best Nursery Schools

The November 2014 edition of "Diamond Q" Magazine published by Diamond selected Poppins Active Learning School and Nursery Schools as Tokyo's Best Nursery Schools.

Top 25 Super Schools in Japan: Active Learning School, Tokyo

Top 25 Tokyo's Best Nursery Schools:

Fuchu-shi	TOP 1: Poppins Nursery School Fuchu
Chofu-shi	TOP 1: Poppins Nursery School Keio-Tsutsujigaoka
Tachikawa-shi	TOP 1: Poppins Nursery School Tachikawa
Setagaya-ku	TOP 2: Poppins Nursery School Futako-Tamagawa
Edogawa-ku	TOP 2: Poppins Nursery School Ichinoe
Shinagawa-ku	TOP 3: Poppins Nursery School Higashi-Shinagawa TOP 4: Poppins Nursery School Higashi-Gotanda
Itabashi-ku	TOP 5: Poppins Nursery School Tokiwa-Dai
Chuo-ku	TOP 5: Poppins Nursery School Kyobashi
Ota-ku	TOP 5: Poppins Nursery School Tamagawa TOP 9: Poppins Nursery School Shimomaruko



Diamond Q Magazine, November 2014

4. Nursery Schools: New Openings Information

Poppins now have opened in total 140 Nursery School throughout Japan.
Below is the list of newly opened Nursery schools in the latter half of 2014 and in 2015.

September, 2014 (newly constructed and relocated)
Shinkawa Jidokan (After school children day-care center
Chuo-ku, Tokyo)

October, 2014
Sumika Kids Oita (On-site nursery at Sumitomo Chemical
Company, Limited)

January, 2015
On-site nursery for a business corporation (Chuo-ku, Osaka City)



Shinkawa Jidokan



Sumika Kids Oita

5. Temporary child day care service at events hosted by Media

In the latter half of 2014, Poppins offered temporary day care services and/or ran a Kids' Corner at the following events: "VERY Fes 2014 summer" hosted by magazine 'VERY' of Kobunsha, "Nikkei DUAL Forum" hosted by website Nikkei Dual which targeted dual income families and run by Nikkei Shimbun, and "Nikkei Woman-o-mix Project" which is operating networking events to help women's social participation.

Poppins also offered workshops for parents and children by Balloon Artists, craft classes for original eco-bags, plastic picture board and other seasonal goods, English story reading and dances by native speakers, and gymnastic exercises class by Masashi Ogawa, Beach Volleyballer and an Olympic candidate. All children enjoyed the fun activities.

Poppins plans to continue offering similar events and services for parents and children.

[Contact] Child care service department: 03-3447-2292



Kids enjoy Mr Ogawa's exercise



Balloon Art is popular for kids



Making Xmas trees with real pine cones

6. Poppins Overseas Educational Trainings

Poppins Overseas Training Courses were again organised in 2014. The Norland College Summer Study Abroad Programme in Early Years Childcare was held in Bath England, during mid-Summer. Through family Home Stays with children, focused lectures, school visits and practical training at the College, participants gained a unique holistic, cultural experience of Early Years Education that attracted childcare specialists, and people interested in becoming top-level Nannies. At present, a Norland College graduate is Nanny to Prince George, the son of Prince William and Kate and great grandson of Queen Elizabeth II. The United States Harvard University Training Programme in Early Childhood Education was also held during August. This course also had very attractive programmes which consisted of lectures by famous professors, visits to the Nurseries inside and outside the University, that were popular with participants consisting of researchers, business Managers and childcare workers. The United States Stanford University Training Programme in Early Childhood Education held in early November offered lectures by the famous Dean and qualified Professors, as well as visits to the University affiliated Kindergartens and Nurseries, on-site Nurseries of the Silicon Valley leading Companies and various practical training-workshops. Poppins will again offer these Overseas Training Programmes in 2015.

[Contact] Nursery HR: 03-3447-3458 or kaigaikenshu@poppins.co.jp



The lecture by Dean Stipek, Stanford University



The Completion Ceremony at Norland College



Prof. James E. Ryan, 11th Dean, Harvard Graduate School of Education with CEO Nakamura of Poppins

7. Poppins Keiki Hawaii DAY!

We are proud to announce Poppins Keiki Hawaii's great achievement. The State of Hawaii's Governor has given Poppins a Proclamation to show their appreciation of our service and our continuous support to the economy.

Oct.1, 2014 was declared 'Poppins Keiki Hawaii DAY' !

Poppins Keiki Hawaii has supported parents traveling with children for the last 6 years and has helped children to have a real Hawaii experience. We will continue to offer programmes and activities to make Poppins Keiki Hawaii a special and fun place for children to remember and come back to!

[Reservations] www.poppins.co.jp/hawaii



PKH's Manager, Ken Evans receiving the declaration (for the Poppins Keiki Hawaii DAY) at the State Capital, Executive Chamber Office

8. Poppins Active Learning International School (PALIS)

Beautifully located in Yebisu Garden Place, Poppins Active Learning International School (PALIS) offers the highest quality education for children aged 11 months to 5 years. PALIS follows a uniquely designed "Edu-care programme" from 8:30 to 17:00 on weekdays and an After School Programme for children aged above 3 years. At PALIS Christmas Event, Santa Claus happened to visit the school with presents and the children were delighted with the surprises. PALIS held a Piano Concert on February 8 inviting Yukio Yokoyama, a world famous pianist to celebrate the installation of the Steinway grand piano in the school. PALIS will hold an Open School on March.14.

Please come and see us!

[Information/Inquiry] 03-5791-2105

palis@poppins.co.jp or PALIS website: www.poppins-palis.jp



Mr. Yokoyama's performance with the true sound deeply attracted the audience

9. Active Learning School

"Hawaii International Conference on Education" held on January 5-8, 2015 introduced internationally the Math & Science Programme used at Poppins Active Learning School by Prof. Tomoko Seo of Akita University, Prof. Yoshiko Bekki of Ochanomizu University Elementary School and Prof. Yoshiko Sawai of Child Lab. Since 2011 Active Learning School has provided the "Math & Science programme" supervised by Professor Emeritus Nobuko Uchida of Ochanomizu University. This programme for children aged 2-3 consists of experiments with wind using balloons, an experiment of movement using a bar magnet in a maze within a box, and "an experiment with the face game (Fukuwarai)" paying attention to words like up, down, right and left.

[Information/Inquiry] 03-5785-2131 or activelearning@poppins.co.jp



Math & Science Programme

Poppins Nanny Reservation System updated June 2015

Poppins was among the first to launch a reservation system 15 years ago in 2000. Today, to meet changing demands, Poppins plans to introduce a new, more user friendly system using the latest technology. This new system will make it easier for families to find a Poppins' Nanny using PCs or smart phones. Based on our experience of matching the technology of Parents and Nannies, this system will help users to find and then appoint a Nanny more promptly and in a more professional way. In the future Poppins plans to expand and develop this system to cover Poppins VIP Care Service, Nursery Schools and other departments. This new system giving an improved service for working mothers and families wishing to employ a Poppins Nanny is due to be released in June, 2015.



Published as introduction example of Cybozu, IT Company's new service for Poppins