



POPPINS EDU-CARE NEWS

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President and CEO
Poppins Corporation, Japan

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Ninko Nakamura

New Year Greetings

Last year, it was formally announced that the 100% Nursery School teacher placement standard regulations (which were once thought to be set in stone in the Childcare Industry) would be deregulated to allow Kindergarten and Elementary School teachers (Ministry of Education qualified) to work with children from the age of three years in Nursery Schools. Furthermore, the frequency of the National qualification exam for the Nursery Teacher will be increased to twice a year instead of once, to help solve the problem of lack of nursery qualified teachers. Poppins have been advocating these reforms for many years and we are happy to see them finally been realised this coming year.

Prime Minister Abe has announced that in 2016 childcare facilities for 500,000 young children will be established. However, in addition to increasing the number of new facilities, it is also necessary to implement 'Edu-care from Infancy' to support the active learning of these children, whilst striving to maintain our trust standards in Poppins unique Nanny service and VIP services for the elderly.

We, at Poppins, strive to remain inquisitive and open minded and believe that we can initiate change in Work and Society by challenging problems head-on. Throughout this year, Poppins will keep reforms in mind, as we continue to create and provide services that are unique to Poppins Corporation that is known as the leading company 'supporting working women'.

1. Fourth office opened in Osaka, Japan

In December 2015 Poppins opened the Osaka branch Office close to Umeda station. The Osaka office is Poppins' fourth base office in Japan. The other Poppins Offices are in Hiroo (Tokyo Head Quarters) Ashiya (Hyogo prefecture) and Nagoya. The Opening Ceremony was attended by 130 guests. The new office in Osaka is installed with the latest video conferencing system. By expanding to Osaka - an important base for operations - Poppins is actively expanding on-site nurseries, corporate baby sitter contracts with companies and VIP services for the elderly. Poppins is focusing on companies in Osaka area, who support professional development and provide support for women in the workforce.

[Inquiries] Osaka office: 06-6367-2100 or ml_osaka@poppins.co.jp



A clean, bright office space with a glass and curved lines theme

NEWS HEADLINES

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2. New service with foreign (non-Japanese) housekeepers

The restrictions on housekeeping services by foreigners (non-Japanese) have finally been lifted in National Strategic Special Zones. Starting in April 2016, Poppins will offer housekeeping services provided by Philippine nationals in Kanagawa prefecture. Poppins, in co-operation with the leading Philippine Employment Agency, Magsaysay Global Services Inc., will supply ten carefully selected homeworkers from the Philippines (University graduates) who have all undergone three months and over 400 hours of specialised training both in the Philippines and Japan, to provide support at homes with housework and English lessons. Services will also begin in Osaka as soon as housekeeping services are officially permitted in the area. We also expect Tokyo to lift the restrictions in the future, so look forward to further development of these services! [Inquiries] Childcare Services Department: 0120-27-2100 or ml_childcare@poppins.co.jp

3. Birth of the Poppins SUPER Nanny

Poppins Nanny Service was established 29 years ago in 1987. The new concept of Nanny services had to be separated from household support such as cleaning, laundry and meal preparation in order to differentiate from the Housekeeper Agency Industry. However, in recent years the concept of babysitters in Japan has also changed and it is now possible to offer a Nanny Service together with household chores within the spectrum of normal services. As an industry leader in providing services, at Poppins we have carefully selected 54 of our 2,500 nannies who have passed a strict training course and granted them the title of Super Nanny. Our Super Nannies will now provide Edu-care services in addition to full household support. We plan to reach 100 Super Nannies within this year.

[Inquiries] Childcare Services Department: 0120-27-2100 or ml_childcare@poppins.co.jp



Super Nanny is our crown jewel. If all Poppins services were jewels in a tiara, Poppins Super Nanny service would be placed in the centre and shine the brightest. That is the perfect metaphor for the prestige our Super Nanny hold

4. Introduction of a new system in Nursery Schools

Since 2000, Poppins has been committed in creating a top IT system to support the workflow within the Childcare Industry. In June 2015, we have introduced a new online nanny matching system for our nanny service customers. This year, we are introducing a new IT integrated system for our 151 nurseries across Japan to dramatically improve operational efficiency within our nursery and most importantly the customer experiences for all our parents who will be able to access the system both through PC and Smartphone.

This system, in which Nursery School applications, user agreements, changes in policy, daily attendance notices and even invoicing can be managed from the user homepage, was implemented on October 1st 2015 and is gradually being introduced to all Poppins Schools in Japan.

5. The Third Poppins Regional Partnership Lecture Meeting

In November 2015, the Third Poppins Regional Partnership Lecture Meeting was held at Poppins Hiroo Head Quarters in conjunction with our Silver Care Services department and NPO Poppins.

The theme was “Learn from each case! Tips on treatment and care for Dementia according to the cause” with plenary speaker Keiko Konoe, leader of the Dementia Care Promotion Strategy team in the Japanese Council of Senior Citizens Welfare Service and Manager of her privately owned Dementia care facilities. Case examples were used to discuss the importance of medication and care based on correct differential diagnosis when caring for Dementia. This led to a lively exchange of opinions regarding the National Dilemma of the current state and the problems with care for Dementia patients by Regional Care support specialists and comprehensive support centres.



Many of the participants were Care Managers or Regional Partnership Office workers. Useful case study results gave rise to searching questions by participants

6. Poppins Keiki Hawaii

Let the gorgeous sparkling blue ocean and the beautiful sunshine lure you away from the freezing winter of Japan and join us in tropical Hawaii. Experience canoeing, snorkeling, or adventure out to the Honolulu Zoo or Aquarium. You can even have a chance to create some Hawaiian crafts and much more in the Early Spring Programmme from March 18.

Nanny services are also available in Poppins Keiki Hawaii. From April 2016, Poppins Keiki Hawaii will collaborate with JTB Hawaii to create the “Welcome Baby Project”.

For more details: www.facebook.com/poppinshi

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



We expect everyday to be fully booked so get in early!

7. Poppins Overseas Educational Training Courses

Poppins Overseas Educational Training Courses in 2015 were as follows;

The Norland College, Bath, UK (June 22-July 3)

The Norland Summer Course specially designed for Poppins aims to give a holistic view of modern Nanny Edu-care and British children’s culture. The Norland College from where, in 1892, the unique British concept of a Nanny originated. Today Norland Trained Nannies specializing in early years Edu-care from infancy, serve in the British Royal family and other world well-know families who respect the practical values, insights and way of thinking of Norland Trained Nannies.

Harvard University, United States (August 29-September 6)

Harvard University special Poppins course included lectures by senior professors in Early Childhood Education and the leading practitioner of Italian Reggio Emilia Educational Approach as well as visits to Child Care Centers within the University, the local vicinity and a high tech company.

Stanford University Training Programmme (November 1-18)

Stanford University Training consists of a lecture given by Prof. Carol Dweck, a well-known figure in Psychology for the theory of Mindset, another specialized lecturer, and visits to Silicon Valley Nurseries and a Nursery for gifted children.

Poppins will organise these training programmes in 2016 as well.

For 2016 Programmes [Contact] Overseas Training: 03-3447-3457 or kaigaikenshu@poppins.co.jp



The Norland participants at the Closing Ceremony



Dr. Jane Singer of Harvard Medical School giving a lecture



The participants at Stanford University's Memorial Church

8. Joint Research Projects with Harvard and Stanford

In October 2015, Harvard Graduate School of Education (HGSE) and Poppins International Institute for Child Sciences (PIICS) started a three-year-long joint exploitation focusing on global competency in early childhood education. The HGSE researcher will be invited to Japan and will present the initial exploitation of this collaboration at the Symposium held at Tokyo University in June 2016.

In addition, in January 2016, joint research with Stanford Graduate School of Education and PIICS began. With the support of Prof. Carol Dweck, research will be made on growth mindset in early childhood years. Following is a letter from Prof. Dweck;



Nov. 2015, at her office in Stanford University

Dear Friends in Japan,

Hello, my name is Carol Dweck. I am the Lewis and Virginia Eaton Professor of Psychology at Stanford University.

I have conducted numerous studies on the importance of mindset in child development. My research has shown that children with growth mindset not only perform well in schools, but they learn to appreciate challenges, exert resiliency, and become tenacious learners. Poppins has been a leader in the provision of the best quality care through their unique educational care service named *Edu-care*, for children starting as early as 0 years old. Over the next couple of years, we will be launching growth mindset programmes in Poppins nursery schools. I am pleased to work together with PIICS to assess the impact of these programmes to improve the quality, care, and learning that is provided by Poppins.

Sincerely,

Carol Dweck
Carol Dweck

9. Poppins Active Learning International School (PALIS)

Ideally situated within Yebisu Garden Place, Poppins Active Learning International School (PALIS) offers the highest quality education in English for children aged 11 months to 5 years. On December 15th, Children enjoyed our Christmas Event with Santa Claus singing Christmas songs such as “We Wish You a Merry Christmas”, “Jingle Bells”. Children were excited and their faces became full of smiles when suddenly Santa knocked on the door.

Music education based around the Steinway Grand Piano is a unique feature of the PALIS Curriculum that is carefully planned to nurture lifelong holistic skills and abilities in an environment that is safe, positive, and intellectually stimulating.

PALIS offers regular daily English “Edu-care” programmes as well as After-School programmes.

[Information / Inquiries] 03-5791-2105 or palis@poppins.co.jp

PALIS website www.poppins-palis.jp



Big smiles at the start of a wonderful winter season

10. Active Learning School in Tokyo Midtown

Poppins Active Learning School offers various specialist programmes including music, art, language, and physical expression. The Sunday programme, which started last April, allows children to freely express themselves by dancing to piano music, experience the world of English through picture books, and become immersed in numerous creative activities. The children have been very active and constantly find enjoyment in the programmes offered. The children also look forward to lunch time. It’s like eating as a big family! It’s a great time for children of various ages to get together.

It’s just a short period of time each Sunday, but the children are stimulated to the fullest and go home with new experiences.

For more details about the Sunday Programme and schedule, please go to our website at <https://www.poppins.co.jp/news/event/activelearning/>

[Inquiries] 03-5785-2131 or activelearning@poppins.co.jp



An activity in our art program using light tables and coloured film to produce colour and shape



Director
Poppins Corporation, Japan

新 麻友子
Maiko Tadouki

FROM THE EDITOR

Poppins in Social Media: For the past 29 years, Poppins has been committed to provide a quality care services for all our customers relying mainly on word-of-mouth. As we face more fast-paced digital society, we recognise that our customers also enjoy updates and information on our services in a timely manner. For this reason, we have created Poppins Official Page on Facebook. On our new Facebook page you can find the latest company information, get a behind-the-scenes look at the Poppins office, and also read childcare and parenting news available online. We will provide our followers with up-to-date information, so please make sure to ‘Like’ our page if you’re interested.

<https://www.facebook.com/PoppinsCorporation>

*There is also a link to and from the Poppins official website

You may also enjoy our regular column in the Mainichi Newspaper business site ‘Keizai Premium’ (Japanese only). Check out our reports on early childhood education throughout the world.

<http://mainichi.jp/premier/business/articles/20160112/biz/00m/010/012000c>



The Poppins Official Facebook Page
Please ‘Like’ our page and follow us!