



POPPINS EDU-CARE NEWS

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President and CEO
Poppins Corporation, Japan

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MISSION STATEMENT

I am pleased to announce that Poppins is celebrating its 30th anniversary on March 9 of this year. Although there were many things this past year that made it a memorable one, I would like to take this opportunity to mention three particular events that stood out.

1. Receiving the Minister of Health, Labour and Welfare Nihon Service Award (13 June 2016)
2. Introducing small group activities for training personnel in Nursery Services
3. Establishing Poppins Holdings (3 October 2016)

These achievements are the result of hard work, and we strongly believe that they will play a pivotal role in increasing customer satisfaction and distinguish Poppins from other Companies in the Industry. For the past 30 years, our priority has always been to impress our customers, and we take all requests seriously then apply them to improving our Services. On 3rd February 2017 our company took on new challenges with the acquisition of Smart Sitter and with CtoC online services for supporting dormant Caregivers returning to Nursery School and Babysitters.

The growth and profit of a company is proportional to the level of contribution it makes to Society. Our employees are what makes Poppins great and one of our goals is to ensure their happiness. Thank you for your support.

1. Child care “Kibouno Hoikusho” held at “Kibouno Juku” by Yuriko Koike, Governor of Tokyo

On 10th December, 2016, “Kibouno Juku”, a political seminar organized by Tokyo Governor Yuriko Koike, was held. We took part in this event by running a temporary Nursery Room to look after the children of the seminar attendees.

On the day of the event Governor Koike came to visit our Nursery Room, and she was amazed by the quality of our Educare, saying, “This is exactly what I would expect of Poppins!”

For this event, we gathered Nursery School Caregivers with experience studying abroad at Norland, Harvard, Stanford and Reggio Emilia. For assembling Educare practice from around the world, we have received positive feedback from parents and guardians.



NEWS HEADLINES

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11. Join our seasonal “Be Our Guest” programme in PALIS
12. A Concert for families performed by International Pianist, Yukio Yokoyama

Poppins Appears in Undercover Boss! First ever woman boss on the show!

On 17th February, 2017, Maiko Todoroki, Director of Poppins appeared in NHK BS Premium’s “Undercover Boss.” The Programme is a Japanese version of the popular UK Programme, “Undercover Boss,” which is produced and broadcast in 28 countries worldwide. The premise is that the boss of a company goes in disguise to work in their own facilities, confronting company issues and human resource issues. This episode featured a Nursery School, After-school childcare, Nanny Service and Daycare. It investigated the problems in the Industry, and reflected the passion of the staff who care for their customers.



2. *Poppins Housekeeping Services finally launches with five carefully selected foreign professionals*

In preparation for the new Poppins Housekeeping Services in Tokyo and Kanagawa, set to begin in summer of 2017, five professionals from the Philippines have been selected to come to Japan. They have already completed 300 hours of training in the Philippines, and another six weeks of training is planned in Japan after their arrival in late April 2017. These professionals will exhibit Poppins' superb International standards.

[Inquiries] 03-3447-6131 or kaji@poppins.co.jp



Poppins' Filipino housekeeping staff are all graduates or qualified nurses

3. *Olympic medalist Hiromi Miyake joined 100 children as a guest at Nursery event*

On 21st November, 2016, we invited Olympic weight lifter and bronze medalist at the Rio de Janeiro games, Hiromi Miyake, to the Canon Inc gymnasium, located near the Poppins Tamagawa Nursery School.

She performed a weight lifting demonstration in front of 100 children, and joined them in dance and playing games. The children were in awe of a real, live Olympic medalist, creating a truly non-forgettable experience.

We have established Tokyo Olympic and Paralympic Project team in our company, and we are currently contemplating how to support the Tokyo Olympics. Our hope is to expand these exchange sessions with the athletes.



Olympian Hiromi Miyake reads a picture book out loud to children for the first time in her life

4. *New Nursery Schools*

The following is a list of the recently opened Nursery Schools and education facilities:

September 2016: Poppins Nursery School Harumi Bun'en: established as a licensed nursery in Chuo Ward

October 2016: Poppins Nursery School Magome: established as a licensed nursery in Ota Ward

December 2016: Glory Kids Home (Nursery School in GLORY LTD.)

January 2017: Ton Ton Kids Koga (Nursery School in Hino Motors, Ltd.)

Poppins now runs 162 facilities throughout Japan and Hawaii, U.S.A.



Poppins Nursery School Harumi Bunen



Poppins Nursery School Magome



Ton Ton Kids Koga

5. *Introduction of Poppins Approach, an original After-school Programme*

With the aim to further improve the Educare quality in the Poppins After-school facilities, we are currently developing Poppins Approach (an After-school Programme) in cooperation with Professor Nobuko Uchida, Emeritus Professor of Ochanomizu University, Tokyo and Poppins International Child Education Advisor. In addition to Poppins After-school and Child play areas, we are working closely with the Nagoya University After-school Programme to establish an original Programme that combines an "Activity recipe" curriculum with Poppins' characteristic "documentation" in an effort to establish an original, innovative After-school Programme that focuses on Active Learning.



Activities in Poppins After-school incorporate ideas from overseas Programmes that develop Creativity

6. Expansion of “Home visit Nanny system” to Toshima ward

In 2015, Chiyoda ward started a home visit Nanny system with Poppins, the first in Japan. In December 2016 these services were extended to Toshima ward.

The service involves sending Nannies to homes, offering a solution to the issue of not enough facilities or teachers and the long waiting lists to get into Nursery Schools. It provides the advantages of allowing local Municipalities to respond flexibly to needs and providing at-home Nannies for parents and guardians at the same price as licensed Nursery Schools, without the need of dropping off or picking up the children. This service will expand to Minato ward in April 2017.

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

7. “Living Better with Dementia” seminar held in conjunction with Silver Care Services

The 4th Poppins Community Connection Seminar was held on 19th November, 2016 at the Hiroo headquarters, co-sponsored by the Senior Care Service sector, and NPO Poppins. The lecturer, Dr. Toru Kinoshita, Head of Nozomi Memory Clinic (Mitaka City, Tokyo), has examined numerous dementia patients. In this seminar, he focused on three main points: 1. Understanding dementia patients, 2. The current situation and the future of medication, 3. Introducing ways to live better with dementia.

Dr. Kinoshita provided advice for support of not only dementia patients, but also their families, with the perspective of building personal relationships in a community.



Many regional experts also attended

8. Christmas Party at Poppins Day Services, Ashiya Salon

On 8th December, 2016, we celebrated Christmas at the Ashiya Salon, which provides at-home day services for various needs in anticipation of the repeal of laws. Festivities included a buffet style meal, accompanied by piano and clarinet performances, including Rei Miki, a former Takarazuka Revue performer. The participants started off with the 9th Symphony followed by everyone joining the professional musicians in singing songs such as Sumire no Hana Saku Koro and White Christmas. After a lecture by Dr. Kazuhiro Nagao, renowned for at-home medical care (Nagao Clinic), the over 40 guests mingled and had a truly enjoyable time.

[Inquiries] Poppins Ashiya Salon 0797-26-8455 or <http://poppins.co.jp/vipcare/ashiya/>



Music and entertainment by a former Tarazuka Revue performer

9. Training of 17 members at Stanford University

Seventeen participants participated in an 8-day Stanford Training session held November 2016, during the U.S. Presidential Election. They visited and trained at 5 Nursery facilities, including one connected to the Faculty of Psychology, Stanford University. All of the Nursery facilities focused on a method called Open-Ended minds, which cultivates the children's creative expression and ideas. We were able to learn about this instruction method. Furthermore, we were given the wonderful opportunity to listen to lectures by Professor Debora, and Professor Dweck, the author of “Mindset-The New Psychology of Success”, which addresses important aspects of how to supervise early child care.

[Inquiries] Poppins Overseas Research 03-3447-2181 or kaigaikenshu@poppins.co.jp



With Professor Carol S. Dweck at Stanford University

10. Hawaii Seasonal Programmes

At Poppins Keiki Hawaii, every child can start each day by meeting children from all over the world at the Sheraton Waikiki. In our indoor Holiday Programme children can enjoy making ocean themed jewelry, and learn about Hawaiian culture (including Hula or Ukulele lessons). Outdoor activities including cruises are also available. If you are lucky, sea turtle families might stop and even say hello! Our Golden Week Programme will be available from 29th April until 7th May. For more details about the Poppins Keiki Hawaii Programme, visit our Facebook page: www.facebook.com/poppinshi
For reservations: www.poppins.co.jp/hawaii/contact_reservation/



Learn to bodyboard on Waikiki beach

11. Join our seasonal “Be Our Guest” programme, even if it is your first time speaking English!

At Poppins Active Learning International School (PALIS) located in the beautiful Yebisu Garden Place complex, we offer seasonal “Be Our Guest” Programmes that even first-time English speakers can join. In the latest winter Programme, children completed fun and exciting activities ranging from making Gingerbread Houses, to performing Nutcracker Puppet plays. These activities allowed the children to use all five senses and learn some English. At the Christmas Party, to which parents were also invited, we were visited by Santa Claus! He added even more joy and laughter by singing with the children and handing out gifts. For further information, please visit the official website: www.poppins-palis.jp/
Find programme information on our website: www.poppins-palis.jp/
[Inquiries] 03-5791-2105 or palis@poppins.co.jp



The gift of reading from Santa Claus

12. A Concert for families performed by International Pianist, Yukio Yokoyama

On Sunday, 9th October, 2016 we held a piano concert for parents and children starring Professor Yukio Yokoyama, a pianist who supervises the Music Programme at Poppins Active Learning School. He performed popular masterpieces such as Mozart 12 variations on “Ah, vous dirai-je, maman”, as well as Chopin ‘Fantaisie-Impromptu’ and ‘Heroic Polonaise op. 53.’ Everyone was fascinated by the beautiful tones and performance of Professor Yukio Yokoyama, who is also a world-renowned pianist. [Inquiries] 03-5785-2131 or activelearning@poppins.co.jp



Yukio Yokoyama's programme has been successful 7 years running since the school opened



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FROM THE EDITOR

In recent years, there has been increased attention on advanced technologies such as Artificial Intelligence and Virtual Reality. I personally feel strongly that as the world become more digital and global, the most important skill for children of tomorrow to learn is how to be “human”. This means cultivating creativity and innovative mindsets, learning to have empathy and good communication skills through diversity. Poppins continues to endeavour to provide this environment for children in their journey into a future full of possibilities.

神麻子 Maiko Godzuki