



# POPPINS EDU-CARE NEWS

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## MISSION STATEMENT

Poppins celebrated its 30th anniversary in March. To commemorate this milestone, we welcomed an overwhelming 600 new employees on April 1, the largest number ever, and we will be also opening a record 26 new nursery schools within the year.

One particular occasion of note was when I was honoured to be appointed the Chair of the Japan Host Committee for the Global Summit of Women (GSW) in Tokyo, commonly referred to as the Women's Davos, and was delighted to invite 1,600 women executives to the Tokyo Summit over a three-day period in May, ending in a tremendous success. This Summit was lauded as especially memorable due to the garden reception in the grounds of Akasaka Palace, the State Guest House, and the lighting up of the Palace itself, both firsts in the Palace's history.

Behind the scenes of this great success were the valiant efforts of the 160 volunteers from Poppins. The opportunity to experience and share my beliefs with all my employees as well as the determination of all the employees to make a social contribution on the occasion of the Company's 30th anniversary was, I believe, of huge benefit to the future of Poppins. Going forward, we are committed to our continual growth.



Mr. Shioura of Nikken Sekkei and Mr. Totsune, the lighting designers responsible for the magnificent lighting up of Tokyo Sky Tree



Poppins' employees in Kimonos of various hues welcoming the GSW guests



Performance of Japanese drums by DRUM TAO at Akasaka Palace



Yuriko Koike, Governor of Tokyo was awarded the Japan Women's Leadership Award

## 1. "Poppins House Keeping Services" with trained Philippine staff

Recently, attracting a lot of attention from the perspective of promoting women's empowerment is the Cabinet Office's Program of Accepting Foreign Nationals for Domestic Support Services in the National Strategy Special Zones. In this program, Poppins was the recipient of the first certification of its kind, and the provision of services started in June. The Philippine domestic staff provide all-encompassing support unique to Poppins in the form of housekeeping plus childcare. The features of this service are that: (1) the staff are professionals holding a university degree and nursing qualifications, etc., (2) the services are tailored to the needs of the user arranged by a dedicated Japanese coordinator, and (3) a 100% success rate of same-day orders is guaranteed providing assurance and reliability in the event of emergencies or sudden changes in plans. Ten additional staff are set to join the team in the Autumn, and by the end of 2018, the number of Philippine staff is expected to reach 100 in total. A trial half-price campaign is also underway, and so please do not hesitate to contact us to take up this offer.

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Meticulous care, including a children's pick-up and drop-off service

## 2. Daiki Kishi, from Poppins, set to join the Japanese national team to compete in the Olympic Games

Poppins is currently supporting three athletes whose goal is the Olympic Games. One of these athletes, Daiki Kishi qualified in the final selection for the Japanese national team competing in the Trampoline World Championships, and is set to participate in the World Championships to be held in Bulgaria in November. Daiki is communicating with the children of the Poppins nursery schools the importance of following one's dreams and of dedicating oneself through the implementation of a curriculum designed to improve physical fitness. We will continue to support Daiki, and will also be supporting the goals of Masashi Ogawa, the beach volleyball player, Minami Honma, the bobsleigh athlete.



Daiki Kishi,  
trampoline athlete



Masashi Ogawa,  
beach volleyball player



Minami Honma,  
bobsleigh athlete

### 3. Information on the new Poppins nursery schools

This year, 26 nursery schools were newly established, and there are now 185 facilities operated by Poppins throughout the country. Last year, the government lent its support to company-led childcare businesses that were established as the centerpiece of measures to handle the children waitlisted to enter a nursery school, and 16 out of the 26 sites will be company-led style nursery schools.

- Opened in April: Poppins Nursery School Kugayama (Nationally licensed in Suginami ward)
- Poppins Nursery School Setagaya Nakamachi (Nationally licensed in Setagaya ward)
- Poppins Nursery School Tsunashima (Nationally licensed in the city of Yokohama)
- Poppins Nursery School Meito (Nationally licensed in Nagoya city)
- Poppins Nursery School Musashisakai (Licensed in Musashino city)
- Poppins After School Nishi Rokugo (Ota ward after school)
- Poppins After School Meito (Nagoya city after school)
- Poppins Nursery School Kansai Airport (Consortium type)
- Poppins Nursery School Ebisu Hop Kids (Shibuya ward consortium type)
- Midori Daycare Center (Nursery School in LINE)
- Ton Ton Kids Hino (Nursery School in Hino Motors)
- Union no Mori Nanyo Daycare Center (Nursery School in Union Tool)
- Dear Kids Okazaki (Nursery School in Mitsubishi Motors Corporation)
- Connect Kids Yokkaichi (Nursery School in Sumitomo Wiring Systems)
- Connect Kids Suzuka (Nursery School in Sumitomo Wiring Systems)
- PEVE Morinoko Daycare Center (Nursery School in Primearth EV Energy)

Opened in May: Tokyo Interior Nursery Kobe (Nursery School in Tokyo Interior)

Opened in July: Poppins Nursery School Otemachi (Consortium type)



Poppins Nursery School Setagaya Nakamachi



Poppins Nursery School Kansai Airport



Poppins Nursery School Ebisu Hop Kids

### 4. Poppins Forest School Rice Planting Experience

On two occasions in early June, 50 children from the Poppins nursery schools enjoyed experiencing nature in the mud while rice planting in Tateshina. In August, a total of 160 infants and schoolchildren will go to Tateshina Forest School. The summer Forest School is becoming increasingly more popular every year, and this year we received so many reservations in just a few days that some children had to be put on a waiting list. This year, we also plan to hold an “English Forest Camp” organized in English by Poppins Active Learning International School.



Praying for the autumn harvest ... Start of the rice planting



Hoping to reap the benefits of delicious rice

### Industry first! Helping 700,000 nursery school teachers get back to work

This February, Smart Sitter Inc., which is an online business that matches babysitters with families, joined the Poppins group. Our first brand-new feature which we started in July is a system, which allows nursery school teachers to work in nursery schools on an hourly basis. This means that qualified staff such as nursery school teachers are able to select a diverse workstyle choosing to both babysit and work at a nursery school. This also has the advantage of going some way to alleviating the serious shortage of licensed nursery school teachers on the nursery school side. We have also started a collaboration with municipalities such as Chofu city. Poppins and Smart Sitter intend to continue joining forces to provide support for the potential 700,000 nursery teachers across the country to get back to work.



Increasing number of licensed nursery school teachers newly registering as “Smart Sitter”

### 5. “Nursing care robots” – focus of Regional Collaboration Talks

The “Fifth Poppins Regional Collaboration Talks” jointly hosted by the Silver Care Service Department and NPO Poppins was held at the Hiroo Head Office in March 2017. Mr. Kiyokuni Goshima, the Director of the Planning Department of the Association for Technical Aids, gave a talk on the theme of “The Current Situation and Problems of Nursing Care for Elderly People in Japan” and “Expectations and Issues of Nursing Care Robots”. Since there is a serious shortage of nursing care staff, ensuring the success of nursing care robots will be indispensable to Japan in the future. All the participants listened to the talks with high expectations for its success.



Eagerly listening with high expectations in this new field

### 6. Undertaking of “Careers Development Training for Nursery School Teachers and Others” in Fukushima Prefecture. First-time complete entrustment to a private company

Since August 21, Poppins has been entrusted with the “Careers Development Training for Nursery School Teachers and Others” of Fukushima Prefecture, and will be the first private company to simultaneously conduct training in seven fields. The program of “Careers Development Training for Nursery School Teachers and Others” started this year with each municipality conducting training based on the guidelines of the Ministry of Health, Labor and Welfare with the aim of improving the expertise of nursery teachers, and to further develop their careers. From next year, this training will be set as a requirement for improved care by nursery school teachers. Going forward, Poppins is determined to continue improving the care provided by nursery school teachers and to secure childcare staff through training programmes in order to ensure higher quality childcare.



Training to be held at four locations in Fukushima Prefecture until February 2018

### 7. Presentation of joint research with Harvard University at the 8th Poppins International Early Childhood Education Symposium

On June 4, the 8th Poppins International Early Childhood Education Symposium on the theme of “Fostering the Ability to Survive in the Global Community through Educare – Cross Culture for Children” was held at Fukutake Hall on the University of Tokyo Hongo Campus. Professor Veronica Mansilla of Harvard Graduate School of Education together with Poppins gave an interim presentation on their collaborative research entitled, “What sort of ability needs to be fostered in early childhood in a global community?” and “What kind of environment should be created by childcare practitioners?” The first part was a keynote lecture given by Professor Mansilla and Ms. Marla McLean from a public school in Washington DC, and the second part was a panel discussion with Professor Mansilla, Professor Kiyomi Akita (Graduate School of Education, The University of Tokyo), Professor Riyo Kadota (Division of Childhood Education, Department of Human Sciences, Seinan Gakuin University) and Norika Horikoshi, Senior Researcher (Early Childhood Education Research Center, National Institute for Educational Research Policy) where lively discussions took place.



Approximately 150 participants listening with keen interest

### 8. Staff participating in the training of Norland College in the United Kingdom in the year of its 125th anniversary

This June, 16 members participated in a short-term childcare study abroad program in order to acquire further knowledge of early childhood education theory and practice at Norland College in Bath in the United Kingdom. Norland College is the focus of great attention from all over the world as the institute from which Prince George and Prince Charlotte’s Nanny graduated. This year, marking Norland College’s 125th anniversary, Poppins’ 30th anniversary, and the Poppins and Norland 28 year-old partnership, Dr. Janet Rose, the principal, gave a talk on “Brain Science and Children’s Self-Regulation”, and from October we will be engaging in collaborative research. Training is also scheduled for Poppins staff at Harvard University from August 27 to September 3, 2017, and at Stanford University from October 29 to November 5.

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Award ceremony after completing an education-packed two-week training program

9. Poppins Keiki Hawaii Summer Programme 2017

During this summer's Poppins Keiki Hawaii program, Ms. Suzanne Jennerich - an art instructor, who has worked on children's designs for GAP and Disney is joining us to teach an art class in English. Together with other well-received indoor programs, there are excursions, the very popular bodyboarding & pool, and the "Sea Tour of Heaven" which is to be held twice a week in which children will be able experience snorkeling in the beautiful sea. We also have many daily programs, such as the "Honolulu Zoo Tour" and the "One-Day Dole Plantation Tour". The summer vacation programme will be held until August 31. For details and schedules, please visit our Facebook page ([www.facebook.com/poppinshi](http://www.facebook.com/poppinshi)). [Reservations] [www.poppins.co.jp/contact/hawaii\\_reserve/](http://www.poppins.co.jp/contact/hawaii_reserve/)



Authentic art classes taught by Suzanne Jennerich

10. Establishment of the new kindergarten class (5 and 6 year old) at PALIS

In the beautiful environment of Yebisu Garden Place, Poppins Active Learning International School (PALIS) cares for children from 11 months old to preschoolers. In April, we established a new kindergarten class for 5 and 6 year old children. In addition to yoga, dance, gym, and other activities, we nurture children's intellectual curiosity and physical skills through a fulfilling program which includes karate and drama. PALIS helps children acquire the ability to learn about nature and English through play, as well as the ability to take an active role in the international community. Please come and visit us for the Explanatory Session and School Tour held every month. For further details, please visit our website.

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Enjoy learning English through fun hands-on activities

11. Math and Science Programme at Poppins Active Learning School

At Poppins Active Learning School in Tokyo Midtown, we have been running a "Math and Science" program which establishes an enjoyable Scientific and Mathematical environment for children through contact with familiar materials. By trapping air in a big bag, and blowing into a cup of water through a straw, children become aware of the "existence of air", and also connecting clothes pegs at regular intervals making loops and branches cultivates the power of "spatial cognition".

This appealing program that encourages ingenuity and inventiveness, increases children's interest in various things in their environment.

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Touching chunks of ice, and learning about friction and exercise



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神 麻衣子  
Maiko Godaoki

**FROM THE EDITOR**

For parents who are trying to prepare for kindergarten and elementary school exams, the beginning of autumn is a season of preparation.

Last year my son successfully finished his exams, but now I find myself again going through a dizzying time next with my daughter. That said, last year's short intensive study period was unexpected and surprising for both my son and for us, as parents, and looking back, I realize that it was a happy and fulfilling time for us where we were able to interact with one another, and to continue building our love and trust. Throughout Poppins' services, I hope to work on enacting a reform of consciousness so as to concentrate on a happier and more enjoyable form of childcare without getting caught up in what is considered the exam norms and the negative image of the so-called 3-year old myth (All Children should be raised by a stay-at-home mother until the age of 3)