



# POPPINS EDU-CARE NEWS

Issue 9 | August 2014



President and CEO  
Poppins Corporation, Japan

## MISSION STATEMENT

I am delighted to announce that Japan Association for Female Executives (JAFE), that I co-founded and from which developed Poppins in 1987, was re-launched in December 2013, after a gap of 14 years. The Ceremony to re-launch JAFE was attended by the Prime Minister, Shinzo Abe and other top executives in political and business fields. This strong support greatly encouraged the over 200 Female Executives who participated.

At the 1st JAFE Seminar in March, 2014, the Minister of Education, Culture, Sports, Science and Technology, Hirofumi Shimomura was the Guest Speaker. In June, Ms. Atsuko Muraki, Vice-Minister of Health, Labour and Welfare took the platform. As President of Poppins, I confirm that Poppins will cooperate with JAFE to increase our company's contribution to Japanese Society through supporting 'working women'.

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



With the Prime Minister, Shinzo Abe

## 1. Poppins Opens a Global Active Learning School (PALIS)

On April 1, 2014, Poppins Active Learning International School (PALIS), a new Global School for a New Generation, opened in the Ebisu Garden Place for children of all nationalities and language backgrounds. Combining the successful methods of Poppins' Active Learning School at Tokyo Midtown and the former Poppins International Pre-School (PIPS) British Early Years Foundation Curriculum, PALIS curriculum are carefully planned to nurture lifelong skills and abilities in an educational environment that is safe, positive, and intellectually stimulating. PALIS respects that every child is unique. PALIS with increased classrooms now accept children from age 11 months to 5 years. PALIS After-School Classes include academic sessions and other age-relevant activities for children from 3 years old. All our staff are bilingual to ensure smooth transition for all children. School hours are from 8:30 am to 5 pm on weekdays (early morning from 7:30 am and extended care after 5 pm are also available on request). We are holding open houses on Sept 6, 20. Separate viewing can also be arranged during school hours. [Information / Inquiry] 03-5791-2105 / [palis@poppins.co.jp](mailto:palis@poppins.co.jp) or see PALIS website [www.poppins-palis.jp](http://www.poppins-palis.jp)



Activities which stimulate children's interest and questioning mind



Bright and wide open space in a green environment

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## FROM THE EDITOR

One of the major social problems, the issue of "children on the waiting lists for Nursery School places" has had much attention in newspapers and to solve this issue, we need to address the shortage of nursery teachers on a national scale.

In today's environment, with the increasing needs for supporting child rearing, Poppins has opened 19 new nurseries this year. At the same time to ensure we continue to deliver on our quality, we have designated 2014 as "a year to improve services". In this issue, we will introduce our commitment to create the highest standard of Edu-care and Senior Silver Care services.

榑 麻子 *Maiko Todoroki*

Maiko Todoroki, Director

## 2. Nursery Schools: New Openings Information

Below is a list of nurseries opened in the second half of 2013 and in January to August 2014:

### In 2013

#### Opened in October:

Poppins Nursery School Ichiban-cho (Nationally licensed nursery, Chiyoda Ward)

Poppins Nursery School Haneda (Nursery licensed by Tokyo Metropolitan Government, Ohta Ward)

J Kids, Kobato-no-Mori (Jupiter Telecom On-Site Day Care Center)

#### Opened in December:

Poppins After School Ichiban-cho Gaku-do Club (Chiyoda Ward)

### In 2014

#### Opened in January:

Nicot Iogi (Nationally licensed nursery, Suginami Ward)

City of Ashiya Poppins Homely Nursery, Ashiya City

#### Opened in March:

Poppins Room Chitose Karasuyama (Nursery for Sick and Recovering Children, Setagaya Ward)

#### Opened in April:

Poppins Nursery School Oji (Nationally licensed nursery, Kita Ward)

Poppins Nursery School Nishi Gotanda (Nationally licensed nursery, Shinagawa Ward)

Poppins Nursery School Harumi (Nationally licensed nursery, Chuo Ward)

Poppins Nursery School Mitaka Minami (Nationally licensed nursery, Mitaka City)

Poppins Nursery School Yurigaoka (Nationally licensed nursery, Kawasaki City)

Poppins Nursery School Yotsuya (Nationally licensed nursery, Shinjuku Ward)

Nicot Shakujii Koen (Authorized Day Care Center, Shinjuku Ward)

Poppins Nursery School Chitose Karasuyama (Nursery Licensed by Tokyo Metropolitan Government)

Shinkawa Children's House (Gakudo Club, Children's House, Chuo Ward)

Ichiga Hora Nursery (Nationally licensed nursery, Nagakute City, Aichi Prefecture)

Ichiga Hora Children's House (Children's House, Nagakute City, Aichi Prefecture)

Poppins Kobe Former Foreign Settlement (Small Scale Nursery Project, Kobe City)

#### Opened in July:

Poppins Nursery School Sendagi (Nationally licensed nursery, Bunkyo Ward)

Poppins Nursery School Yokohama (Nationally licensed nursery, Yokohama City)

#### Opened in August:

Poppins Nursery School Higashi Shinjuku (International financial Institution On-Site Day Care Center)



Nursery School Haneda



Nursery School Yotsuya



After School Ichiban-cho

## 3. Welcome Ceremony for 383 New Employees

On April 6, a Welcome Ceremony for new employees this year was held at Tokyo American Club where a total of 383 new employees including nursery teachers, nurses, nutritionists, and employees working at the headquarters and branches were gathered. In the ceremony, the directors told them about the prospect of the company and senior employees made heartwarming welcome speeches for newcomers. The newcomers listened to the speeches with such an earnest attitude that made them look very promising for the future success of Poppins.



Group photo taken after the Ceremony

## 4. Olympic Athletes' Special Programme

Poppins has assigned former Olympic athletes as instructors of Edu-care Special Programmes. The first athlete, Tomohiro Ito, won 4th prize in 4x100 m relay at the Athens Olympics. The second athlete, Masashi Ogawa, a former coach of Japan National Women's Volleyball Team, contributed to the Team winning a Bronze Medal at the London Olympics. He is currently training himself to participate in the Rio Olympics as a Beach Volleyball player. Poppins believes that children have been inspired by meeting these Athletes and have learned many things from their self-restraining attitude, more than just knowing the way to move the body.



Mr. Ogawa teaching a child at a Nursery class



### 5. 5th PIICS (Poppins International Institute for Child Sciences) Symposium

On May 26, “The 5th PIICS (Poppins International Institute for Child Sciences) Symposium: Fostering Democracy in Nursing Babies and Infants” was held at the Fukutake Hall on Tokyo University (Hongo Campus), where the study result of a Japan-U.S. joint research on the process of babies and infants to know and learn democracy was presented. In the First Session, Dr. Mardell gave a keynote speech. In the Second Session, a panel discussion was held by Dr. Mardell, Prof. Kiyomi Akita (Graduate School of Tokyo University), Ms. Riyo Kadota (Graduate School of Seinan Gakuin University), and Ms. Tamaji Amano (Japan Women's College of Physical Education). Highly suggestive and active discussions on practical nursing were made.



Keynote speech by Dr. Mardell



Panel discussion with participants

### 6. Poppins Keiki Hawaii: “Summer Programme 2014”

Poppins Keiki Hawaii is again presenting special programmes limited to summer. In addition to indoor programmes of English lessons and enjoyable Hawaiian craft, outdoor programme lineup includes “Sandbar Tour” to experience snorkeling in a beautiful Hawaiian sea and “Canoe Ride” available for children from age 3. Summer Programme is in session until August 23rd. For the detailed information and schedules, visit our facebook page [www.facebook.com/poppinshi](http://www.facebook.com/poppinshi) [Reservations] [www.poppins.co.jp/hawaii](http://www.poppins.co.jp/hawaii)



Departing for snorkeling point in beautiful Kane' ohe Bay



Sandbar Tour

### 7. Poppins Tateshina Forest School

For the third time, “Tateshina Forest School”, a three-days-and-two-nights boarding experience in a rich natural environment of Tateshina (Nagano Prefecture), will open. This summer's unique activities include participants harvesting vegetables at Poppins Farm, then cooking the harvested vegetables themselves, grabbing mountain trouts, playing with ponies, and forest bathing. Night time activities of observation of stars and exploration of the forests will also be programmed.

On the last day of the seminar, children will be given time to present by themselves a look-back on the three day experience. All programmes are unique to Poppins. The seminar will be held five times in August.

[Information/Inquiry] Please call 03-3447-2133 at Nursery Operation Department, or send an e-mail to [ml\\_operation@poppins.co.jp](mailto:ml_operation@poppins.co.jp).



Children enjoy the rich, natural environment at the Forest School



### 8. Poppins Kids Room at Keio University Alumni Meeting

Poppins opened the Kids Room at Keio Rengo Mita-Kai, an annual Alumni Meeting of Keio University, where more than 20,000 graduates of Keio University and their families attend every year. Although the weather was unfavorable, many guests accompanying children attended the meeting and used the Kids Room. The users appreciated the unique style of Poppins Kids Rooms featuring various kinds of programmes.



Decorations of Fairy Land motif attracts children



Race programme by athlete Tomohiro Ito was immediately fully booked

### 9. Regional Partnership Lecture Meeting “Regional Comprehensive Care Toward 2015”

The Silver Care Service Department and the Non Profit Organization Poppins jointly held “The 1st Poppins Regional Partnership Lecture Meeting” at Poppins HQ, in the presence of Mishiho Sukegawa, Female Executive Director at Japan Care Manager Association, and the President of Chiba Welfare Institute, Inc. This lecture meeting aimed to deepen the partnership between Poppins nursing services and the professional staff and the nursing support specialists at regional comprehensive support centers for strengthening the foundations of the Regional Senior Support system. In the lecture meeting, potential problems of the aging society in the future were widely discussed from the viewpoint of professionals.



VIP care, Poppins nursing services for elder persons started 18 years ago

### 10. “Project for Urgently Securing Human Resource of Nursery Teachers”, appointed by Saitama Prefecture Government

To solve the shortage of nursery teachers, which has been a significant issue in the field of child care, Poppins has been appointed by Saitama Prefecture Government to execute “A Project for Urgently Securing Human Resource of Nursery Teachers”. Intentions of potential Nursery Teachers who live in Saitama Prefecture will be researched, and “Re-employment Assist Seminars” will be held. At the same time, a total of 16 classes of “Human Resource Development Seminars for Management Persons” and “Mental Training Seminars” will also be held. In the “Quality Improvement Training for Nursery and Kindergarten Teachers”, which Poppins was appointed to organise for three consecutive years, the practical curriculum such as “Emergency Treatment and Accident Prevention” and “Latest Information of Food Allergies” were booked out with many applicants unable to enter the lecture hall. Poppins is determined to continue these Seminars incorporating the different needs of each region so as to inform and improve Nursery Teachers’ skills.



Lecture on “Counselling for Guardians”

### 11. “Project for Studying Possibility of Transition to Authorized Nurseries of Unauthorized Nurseries”, appointed by Kanagawa Prefecture Government

Poppins has been appointed by Kanagawa Prefecture Government to carry out research on unauthorised nursing institutions in Kanagawa who want to be changed to authorised nurseries or authorised child institutions. Based on Poppins experience of a full line nursery management that we have developed in 27 years of company history and being the only Company within the industry to achieve the change of authorisation, Poppins has been assigned to research 54 institutions. After the research, Poppins gave them advice from the viewpoints of both facility and financial aspects. The research is expected to be established as a new project, and some examples have already been implemented in communities such as in Sagami-hara City, Kanagawa Prefecture.



Poppins runs 138 nurseries nationwide