



POPPINS EDU-CARE NEWS

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President and CEO
Poppins Corporation, Japan

中村 紀子
Nakamura Keiko

MISSION STATEMENT

In June of this year, Poppins Nanny Services were honoured to receive the first “Minister of Health, Labour and Welfare Nihon Service Award”. The judges for the “Nihon Service Award” use the same criteria to evaluate a wide variety of services covering diverse industries, and the award is presented for the most outstanding services. Poppins set out 29 years ago as a company offering Nanny Services, training nannies to the same level as nannies trained in Britain, which has long had established traditions in this area, and now provides childcare support around the clock 365 days of the year. Last year Poppins developed an ICT system which enables a 100% same-day order success rate ensuring reliability that provides a greater peace of mind to the clients, meeting urgent needs and offering increased convenience. As a leading company offering childcare and elderly care support for working women, Poppins will continue to create and develop Japan’s first and foremost premier-level services.



Pictured with Mr. Yasuhisa Shiozaki,
Minister of Health, Labour and Welfare

1. “Company-Led Childcare Business” Seminars

In response to the start of the Japanese government’s initiative of “Company-Led Childcare Businesses” commencing this fiscal year, Poppins held “Company-Led Childcare Business Seminars” at its Hiroo Head Office and at the Nagoya and Osaka branch offices. A “Company-Led Style” is seen to be one of the pillars of support for measures to resolve the problem of children waitlisted to enter a nursery, and is a government centerpiece project with a budget of about 80 billion yen.

Notably, this pillar is composed of the government-subsidized “Workplace Nursery Project”, which provides subsidies for the operating costs and maintenance costs of nurseries established by companies and other businesses on a par with licensed nurseries, and the “Babysitting User Support Project”, which provides subsidies of 2,200 yen per one-time use. Companies from all manner of industries, which took part in the seminars, expressed great interest and were eager to promote the introduction of such nurseries in their own workplaces.

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FROM THE EDITOR

As we face a world that is rapidly changing and becoming more diverse, the skills we require in Nannies and Silver Service Caregivers is also changing. What we need today is not simply a babysitter who look after our children but a professional Nanny who can nurture the intellect and help awaken a passion for learning in our children. Poppins’ basic philosophy is to consistently provide Edu-care from the age of 0 (education and childcare) at all of our 160 educational and nursery schools across the country, and we intend to continue developing childcare support that plans to be one step ahead.



Director
Poppins Corporation, Japan

榎 麻子
Maiko Tadokuchi

2. Foreign national Domestic Help Services to start in November

On July 27, 2016, Poppins was officially certified by the Cabinet Office and the Kanagawa prefectural government as a company handling the business of accepting foreign nationals for hire in Domestic Help Services. With the goal of commencing the provision of Domestic Help Services by Philippine nationals in November, Poppins has been making the necessary preparations for this business first by forming a partnership with Magsaysay Global Services Inc., a major human resource provider in the Philippines. Ten Philippine nationals who have received professional training of a total of more than 400 hours over a three-month period both in the Philippines and Japan will be responsible for providing domestic services such as cleaning and washing, and work associated with housework such as dropping the children off or picking them up from their nurseries, and teaching English. By popularizing these superior-grade foreign national services throughout Japan, Poppins plans to support working women with their lives.



©Kanagawa Prefecture
Receiving the notice of official certification from Mr. Yuji Kuroiwa, Governor of Kanagawa Prefecture

3. Poppins Ashiya Salon Second National Day Event (Featuring France)

Poppins Ashiya Salon is a place where elderly day care services are provided in a manor house-style setting located at uptown Ashiya. In response to requests from a number of users, who had some experience in an international setting such as having lived abroad, a special event, “Learning about French Food and Culture”, was held on May 6. The guest speakers were Monsieur Jerome Mallien, a former Belgian-French journalist for the newspaper, “Dernières Nouvelles d’Alsace”, of the Alsace region who previously covered the Cannes Film Festival, and authored many books on film directors, the acting industry and films, and his wife, Madame Masuko Toyoshima renowned food expert, table coordinator and café owner. Homemade family-oriented French food was served for lunch drawing bright smiles from the participants, followed by the screening of a Cannes Film Festival short film recommended by Jerome who gave a commentary.



The Ashiya Salon is a renovated manor house rented from a private owner set in the lush green backdrop of Mount Rokko

4. Information on the Opening of New Poppins Nursery Schools

Seven New Nursery Schools have been established since April 2016, which brings the total of facilities run by Poppins throughout the country to 158. A further three Nursery Schools will be opened within the year, with the total number of facilities expected to reach 161 by the end of the year.

Opening of Nursery Schools in April 2016

Poppins Nursery School Tennoji: first licensed nursery in Osaka city run by Poppins.

Poppins Nursery School Katsushima: established as a licensed nursery in Shinagawa Ward.

Poppins Nursery School Kyodo Minami: licensed nursery in a newly-built detached building in Setagaya Ward.

Poppins Nursery School Hongo: established as a licensed nursery on the first floor of “Bunkyo Civic Center”

Toyoake Nanbu Children’s Center, Toyoake Seibu Children’s Center, and Toyoake Himawari Children’s Center: Poppins commissioned by Toyoake city, Aichi prefecture as a designated managing operator.



Poppins Nursery School Hongo
Capacity of 70 children



Poppins Nursery School Katsushima
Capacity of 60 children



Poppins Nursery School Kyodo Minami
Capacity of 45 children

5. Rice Planting Event at Tateshina Forest School

The extremely popular Tateshina Forest School is a Poppins Nursery, which provides sleepover childcare for children from 3 years of age. In June, over 40 children took part in a rice planting event held in a Poppins field. It was the first time for most of the children to go into a rice field, and so many of them slipped in the mud landing on their bottoms and struggled to stand up again, while they also tried catching frogs. Blessed with the weather, the children were able to commune with nature.



6. Poppins Male Nursery Teachers “Men’s Team” Training

Poppins prides itself on the diversity of its human resources, and therefore has the industry’s largest number of male resources with more than 150 male nursery staff, with this number increasing year by year. In May, a “Men’s Team” was launched for the purpose of expanding the network for fellow male nursery teachers and sharing information. The men took part in training at the Tateshina Training Center in July where Professor Tsutomu Komine, a professor of Emergency and Critical Care Medicine from Chuo University, who also launched the Japan Life Saving Association, was guest speaker and gave participants serious thoughts on topics of “how to save lives” and “how to brighten lives”.



Gathering of the male nursery staff

7. The 7th PIICS Symposium

The 7th PIICS (Poppins International Institute for Child Sciences) Symposium -“Nurturing Global Competence by Edu-care: what do ‘other’ cultures mean in early childhood?” was held on June 26, 2016 at Fukutake Hall of the University of Tokyo Hongo campus. The topics discussed were how in the borderless era of the 21st century we can prepare our children, especially in their early years, and what some of the potential initiatives are that should be taken by childcare providers. The initial interim report of joint research by Dr. Veronica B Mansilla (Harvard Graduate School of Education) and PIICS was presented at this venue. The Symposium contained two sections: a keynote lecture by Dr. Veronica B. Mansilla (Harvard Graduate School of Education) and a lively panel discussion with Dr. Mansilla, Professor Kiyomi Akita (Graduate School of Education of The University of Tokyo), and Professor Riyo Kadota (Division of Childhood Education, Department of Human Sciences of Seinan Gakuin University).



Scene from the panel discussion. Keen interest shown by 180 participants

8. Training in Poppins Overseas Childcare Training-Reggio Emilia, Italy / Norland College, UK

In May, 17 participants went on a Poppins overseas training tour to the city of Reggio Emilia in Italy. Our participants took part in the training run by The Reggio Children, a foundation accredited by the City of Reggio Emilia where they learnt about the historical background and teaching methods of the Reggio Emilia approach. The participants also visited a preschool in Pistoia, a school under the guidance of Dr. Lella Gandini, the editor of “The Hundred Languages of Children” where they re-explored practices in the field.

In June, eight Poppins staff members took part in an intensive study abroad childcare course to learn about the theory and practices of early years education at Norland College, which was first founded in 1892 in Britain as a training school for the Nannies of the children of the European royal families and upper classes, but is now also popular with early years educators. After the completion of the course, Mr. Alex Read, the Head of Finance at Norland College gave a speech congratulating and encouraging the participants stating, “There are already 96 Poppins staff, who have completed the Norland Course, working in the field of childcare. I am immensely proud that our organisations can retain such a close relationship”. Other training tours are currently being planned to visit Harvard University (August 27 to September 4) and Stanford University (November 6 to 13) so that the participants will be able to familiarize themselves with early years education from all over the world.

[Inquiries] Department in charge of Poppins overseas training 03-3447-2119 or kaigaikenshu@poppins.co.jp



Enjoying our talks with Italian children in Reggio

9. Poppins Keiki Hawaii Fall Programme 2016

Poppins Keiki Hawaii, that is the only Japanese Company certified as a Hawaii state-certified children's room, organized a Hawaiian cultural experience from that children can choose from hula dancing and the ukulele, and story time in Japanese and in English incorporating the elements of eurhythmics in the programme. Other popular outdoor programmes include the extremely popular "Bodyboarding & Pool", the "Sea Tour of Heaven" where children can experience snorkeling in the beautiful sea, and the Kualoa lunch tour where children are able to enjoy the entire day at Kualoa Ranch. Poppins also provides Nanny Services in Hotel rooms on request.

Further information on www.facebook.com/poppinshi/
[Reservation] www.poppins.co.jp/hawaii/contract_reservation/



Setting off in a canoe to the beautiful "Sea of Heaven"

10. Poppins Active International School (PALIS) Summer Programme

In the summer programmes of the Poppins Active Learning International School (PALIS), located in the beautiful Yebisu Garden Place complex, the theme for 3 year-olds was world-famous picture book authors, where children experienced the world of English picture books and participated in activities organized by native speakers. The 4 to 6-year-olds learned art and music, and took part in a highly specialized programme where they learned phonics, which forms the basis of the rules for reading and writing in English. Also this year, PALIS was implementing for the first time ever in Japan, a technology and robot programme where children learn about computer-coding as well as robot-building under the supervision of the Keys Academy, an organization which teaches global education. For further information, please check the following website.

www.poppins-palis.jp/en



Learning from real experiences

11. Active Learning School in Tokyo Midtown

At the Active Learning School, we value proactive learning in teaching children. In collaboration with the Japan Life Saving Association, Poppins developed Japan's first "Lifesaving Programme" in 2010. This programme, developed through experience over many years, trains children to move their bodies through various obstacles according to their age and developmental level. Staff try as much as possible not to lend a hand, but assist the children by watching them closely as they work out for themselves, learning how to avoid danger and how to summon up courage to rise to the challenge. Staff together with the children experience children's feelings of joy and satisfaction from an accomplishment whilst supporting them develop a strong body and mind with which to appreciate the importance of life.



Child climbing up a hill made out of mats which are balanced precariously. The child balances using their whole body and is supported by a member of staff who offers one finger for support. (1 year old)



Child concentrating using only a rope as a guide while climbing up a hill that is as tall as the child. A staff member watches close by to offer support when necessary. (1 year old)



Child carefully going over each obstacle whilst balancing on precarious ground. (2 year old)