



POPPINS EDU-CARE NEWS

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President and CEO
Poppins Corporation, Japan

MISSION STATEMENT

I am so grateful to announce that Poppins is celebrating its 30th anniversary! I can still remember what Poppins was like when I first founded it as though it were yesterday. Thirty years on after all kinds of challenges, the reason I was able to keep going was because of the trust placed in me by our customers and the unshakeable belief that “I wanted to support working women with the highest standards of child care and nursing care services”. And we have also been blessed with staff who have continued to grow. This year is a big one for Poppins - a new chapter - for a number of reasons. The first reason is because after 30 years since Poppins’ establishment, we are moving on to the next 30 years, the second reason is because, although I will remain President, Poppins Corporation will be welcoming a new CEO. These are all new developments for which the future is hard to predict, but as in the past 30 years, we will continue to advance the path of innovation with the resolution that “we will become the change that we wish to see in the world”. Please look forward to this new reborn Poppins.

中村紀子 *Naiko Nakamura*

1. Poppins’s increasingly popular customized nursing-care service!

Our “customized nursing - care service - Poppins nursing care”, which commenced on November 1, 2017, was born out of requests from users of our VIP care services for the elderly (nursing-care and housekeeping services). Fully-qualified Poppins nurses coordinate with the primary physician or family physician to provide optimal nursing care services so that customers in need of medical care are able to receive services, which are not covered by conventional medical insurance or long-term care insurance, and are able to live in the comfort of their own homes as usual.

[Inquiries] 03-3447-5666, s.vip@poppins.co.jp



We provide services that care about the feelings of the customer

2. Full-scale launch of “childcare consultancy” service for corporations

Poppins launched a “childcare consultancy” service, which aims to help solve the practical problems faced by our customers through our professional expertise and experience while also listening carefully to the needs and wishes of working women. From offering advice on finding future daycare while on childcare leave to measures to prep for entrance exams, Poppins sends professional childcare consultants to help solve all manner of problems related to childcare. We provide professional advice by visiting both corporations and individual customers.

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Our professional childcare consultants offer a wide range of information on parenting



Director
Poppins Corporation, Japan

FROM THE EDITOR

Last year, the Japanese Cabinet announced that free early childhood education and care would be included in the “human resource development revolution” planned by the Government. There is little doubt that this will bring about a shift from the current “quantity” that gives priority to easing the problem of children waitlisted for a nursery to “quality” that focuses on future human resource development in anticipation of a progressive global community. Among the several initiatives undertaken at Poppins to focus on quality, ranging from state of the art research to training practices, one of the simplest and most rewarding has been to proactively employ mothers and benefit from their rich experience raising their own children. In the future, early childhood education will need educators from a wide range of fields such as academics, art and sports and not only those with the general qualification of a childcare professional. Now in this major transition period for the industry, Poppins faces the exciting challenge of forming its next 30 years.

榎本 麻子 *Maiko Enomoto*

3. Opening of Poppins Nursery Schools

In 2017, the largest number ever of 27 Poppins nursery schools was opened, which brings the total of facilities run by Poppins throughout the country to 185. In 2018, we will be opening another 25 schools leading to a total of 210.

Nursery school opened in August

IHI office on-site nursery school

Nursery schools opened in September

Nishiyaizu Nursery School (Tagoju on-site nursery school)

Yuai M Kids Land (Mandai on-site nursery school)

Nursery schools opened in October

Poppins Nursery School Akasaka (licensed)

Poppins Nursery School Nishi Rokugo (licensed)

Poppins Nursery School Tsurumi Ryokuchi (licensed)

Poppins Nursery School Shonai (public commission)



Yuai M Kids Land



Poppins Nursery School Akasaka



Poppins Nursery School Nishi Rokugo

4. Poppins-affiliated Olympic athletes participating in our event!

At Poppins nursery schools, we enjoy playing sports with the children, but also simultaneously measure their physical strength. For these sports tests, we welcomed the participation of one of our very own Poppins-affiliated athletes, Daiki Kishi, member of the Japan National Trampoline Team, winner of the Japan Championships, bronze medal winner of the World Championships, and Olympic hopeful. The children were thrilled to actually see for themselves and for the very first time Kishi's brilliant trampoline skills, which he uses at international competitions.



Commemorative photo taken with Kishi in front of the trampoline after the sports tests



Affiliated athletes (from the left): Ogawa Masashi, beach volleyball athlete; Minami Honma, bobsleigh athlete; and Daiki Kishi, trampoline athlete

Smart Sitter ranked No.1 babysitting service by "Nikkei DUAL"!

The popular Internet information website "Nikkei DUAL" ranked Smart Sitter, a Poppins subsidiary, the number one "babysitter matching service"! This is a **next-generation online babysitting service** where more than 90% of registered babysitters are qualified professionals such as nursery teachers, kindergarten or elementary school teachers, nurses, midwives, etc. making it a safe, reliable service for first-time child-rearing or first time service use. The ranking comprises a comprehensive evaluation of five categories: "fees", "quality and reliability", "service" "dual working parents" and "user evaluation", and No.1 was achieved because of the high rating for our reassuring quality and reliability using the education / training program developed through Poppins' 30 years of experience.

<https://smartsitter.jp/>



Childcare professional who has undergone a strict examination and educational training

5. Housework support event hosted by the Tokyo Metropolitan Government

The Tokyo Metropolitan Government, which is promoting the Project for Acceptance of Foreign Staff to Support Housekeeping in the National Strategy Special Zones of the Cabinet Office held a “Household Support Seminar” December 16. Foreign nationals who work for foreign companies, embassies and other businesses in Tokyo took part, showing international interest and great demand for Foreigners Conducting Housekeeping Services. At the event, Yuriko Koike, the Governor of Tokyo said, “We are aiming to ensure Tokyo is a city where anyone, including women and foreign nationals, can work and which will continue to show sustainable growth as a growth engine for Japan. I would like you to get to know more about this project in detail and to fully utilize of it.” The governor stopped by the Poppins booth and expressed her expectation for future service expansion.

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International demand for Foreigners Conducting Housekeeping Services

6. Nurturing “global competence” in early childhood, joint research with Harvard University

As globalization rapidly progresses, “global competence” which refers to the ability and quality to understand and act upon important international issues together with a diverse range of people is a necessity in the future of our children. Since 2016, Poppins has been collaborating with Dr. Veronica Boix Mansilla, Principal Investigator at Project Zero, Harvard Graduate School of Education on how we can nurture global competence in early childhood. On Sunday, June 10, 2018, Dr. Mansilla will be giving a keynote lecture at the Fukutake Hall of the University of Tokyo to present this year’s joint research. To reserve please places book before June 10.

[Inquiries] 03-3447-2181



Activity looking at photos of each other's houses and finding out more about one other

7. “Upskills Training for Nursery and Kindergarten Teachers” in Ibaraki

Poppins has been entrusted with “nursery teacher upskills training” in Ibaraki prefecture since November 30. This means that following on from Fukushima and Kanagawa prefectures, this is the third prefecture where Poppins provides nursery teacher upskills training entrusted by a local government. Lectures were given at the Tsukuba International Congress Center (maximum capacity of 320 people), by Professor Nobuko Uchida, Professor Emeritus of Ochanomizu University and Professor Shinya Miyamoto, Vice President and Executive Director of the University of Tsukuba. In the future, Poppins plans to continue contributing to improving treatment for nursery teachers and securing childcare staff through taking on such training projects.

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Lecture by Professor Nobuko Uchida, Professor Emeritus of Ochanomizu University

8. Overseas training at Harvard University and Stanford University

Twenty-four participants attended the 11th Harvard Early Childhood Education Training held in August. The participants were able to focus on practical studies of the most advanced early childhood education through such lectures given by such esteemed speakers as Dr. Veronica Boix Mansilla, Principal Investigator at Project Zero, Harvard Graduate School of Education, Dr. Janet Rose, Principal of Norland College, Professor Ben Mardell of Lesley University and Dr. Mai Uchida, Associate Professor at the Harvard Medical School at the historical faculty club inside the Harvard campus. The training included a facility tour of six facilities in the Boston area. On their return, Poppins ensured that immediate use was made of such learning as on global competence and employee training, acquired through the training. In addition, in November, 17 participants attended the 12th training course held by Stanford University. Facility tours and practical studies took place at five facilities including an early childhood facility related to the Department of Psychology of Stanford University where participants learned about creating the necessary environment for children to play in in order to promote “independent learning”.

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Commemorative photo taken after attending the lectures at Harvard University,



Practical learning on establishing an environment conducive to “independent learning”

9. 2018 Poppins Keiki Hawaii spring program!

At Poppins Keiki Hawaii, we will be adding new art and music classes to the popular spring program that we hold every year. The curricula for these classes have been designed so that children will be able to enjoy themselves in a bilingual environment while learning about themes related to Hawaii. In addition, we offer a variety of outdoor programs which children can choose from that change on a daily basis, including the annual “Body Board & Pool”, “Sea of Heaven Tour” where children are able to experience snorkeling in the beautiful sea, and the extremely popular “Dole Plantation Tour”. The spring break program will run from Saturday, March 24 to Friday, April 6. For further details and the schedule, please visit us on Facebook. www.facebook.com/poppinshi/
[Inquiries] 808-931-8086
[Reservations] https://www.poppins.co.jp/contact/hawaii_reserve/



Snorkeling experience in the “Sea of Heaven”

10. Expansion of short-term programs including a Saturday School

Poppins Active Learning International School (PALIS) set in the beautiful environment of Yebisu Garden Place takes care of infants from 11 months old to preschoolers. As well as music, dance and gym, we offer other content-rich programs such as art where we nurture the intellectual curiosity and physical ability of the children, and also help children acquire the ability to play a proactive role in the international community. This year PALIS will be running a Saturday school, as well as additional short term spring, summer, and winter programs. This year’s spring program runs from March 22 to 28. Parents are welcome to join the Joint Explanatory Session and School Tour held every month. Further information on our website. <http://www.poppins-palis.jp/>
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Content-rich programs which appeal to children

11. Halloween event held at the Active Learning School(ALS)!

In October 2017, we held a Halloween event at each of our schools. In the Active Learning School in Tokyo Midtown in Roppongi, children dressed in fancy costumes went on a Halloween parade stopping at a number of cooperating shops. The children happily shouted, “Trick or Treat!” in response to which the shop assistants put treats in their bags so that every time the children got more candy, their faces lit up with joy. This annual event is a good opportunity for the school to deepen its exchanges with each of the shops in Tokyo Midtown. Meanwhile, the Poppins Hiroo Head Office was ready with all kinds of treats for over 100 children from neighboring nursery schools who came to visit dressed in their wonderful costumes! Their joyous voices reverberated around the entire office, and it was a heartwarming sight to see their smiles.
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Children going around Tokyo Midtown in their wonderful costumes



Lots of lovely children dressed up in their costumes visiting the Hiroo Head Office