



# POPPINS EDU-CARE NEWS

Issue 21 | Summer 2020



Chairperson,  
Representative Director  
Poppins Holdings Inc.

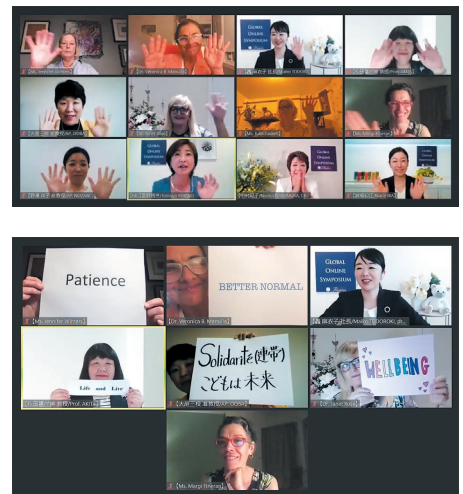
*Naiko Nakamura*

## From the Chairperson

COVID-19 has transformed our daily lives. With a state of emergency declared in April, we continue to live in a state of anxiety. At the same time, the use of online tools has opened up new possibilities. To prevent the spread of infection, for the first time the 11th Poppins Symposium on Global Early Childhood Education connected three countries online, transcending national boundaries and time zones to bring together speakers specializing in the field of early childhood education. Approximately 5,000 people participated in the event on the day. Poppins was also among the first to start online childcare, online childcare counseling, and online after-school activities, through which we currently serve some 2,500 children in around 250 locations. These initiatives have been featured in detail on NHK and in other media. Poppins now operates 320 nursery schools and after-school care programs across the country; through symposiums such as this one, we will continue striving to learn about the latest approaches to early childhood education around the world, to improve the quality of early childhood education in Japan, and to create environments that enable nursery school teachers to instill a global mindset in our children.

## 1. 11th Poppins Symposium on Global Early Childhood Education held online

In its 11th year, the Poppins Symposium on Global Early Childhood Education marked a dramatic evolution as the first to be held globally online, connecting four regions in three countries (USA, UK, Japan) in real-time via Zoom. Focusing on the impact of COVID-19 on childcare, the symposium provided simultaneous interpreting, with Poppins President Maiko Todoroki serving as moderator. Part 1 featured a keynote lecture on our joint research findings from the Harvard Graduate School of Education's Project Zero by Dr. Veronica Mansilla, the project's Senior Principal Investigator, along with a presentation of field reports from schools in Japan and America. Part 2 was a two-part panel discussion with a distinguished panel of experts in the field of early childhood education, including Ms. Jennifer Winters, Director of the Bing Nursery School at Stanford University (US), where Poppins conducts annual overseas training; Dr. Janet Rose, the Principal of Norland College, an institution for training nannies in the UK; and Dr. Kiyomi Akita, a Professor at the Graduate School of Education, University of Tokyo. Some 5,000 people registered in advance for the event, which received a high satisfaction rating of 99 percent from participants.



President,  
Representative Director  
Poppins Holdings Inc.

*Maiko Todoroki*

## From the President

I had the honor of serving as a moderator for the 11th Poppins Symposium on Global Early Childhood Education, the first to be held online. The event made me realize that COVID-19 is once again highlighting the importance of childcare and early childhood education. In Japan, many local governments are now beginning to solve the problem of school waiting lists, ushering in an age of nursery school selection. This means that parents will be able to freely choose the nursery school their child attends, instead of sending them wherever they can get a placement. As now, our schools will continue aiming to be the preferred choice of parents. Poppins is adopting new initiatives, such as online childcare, as part of efforts to create a 'better normal' that improves on our pre-COVID routines. However, we still have a way to go, and the fight against COVID-19 continues. Together with our nursery school staff – the heroes who sustained the front line during the state of emergency, even while battling their own coronavirus concerns – Poppins will continue striving to support working women.

## 2. “I miss my teacher’s voice” spurs launch of Online Childcare



Online childcare

On April 8, the day following the declaration of a state of emergency, Poppins began offering online childcare services, spurred by the comments of a four-year-old girl: “I miss my teacher’s voice”. Based on interactive communication, this initiative brings the Edu-Care normally provided in our nurseries and after-school programs online, helping to maintain the ‘daily routine’ that is so important for children. In response to the new way of life, childcare is undergoing major changes. We will continue to listen to your requests as we work to provide a new hybrid style of childcare that blends online and physical interaction.

## 3. The highest standard of education, at home – Online Nanny Service launches

Even with the state of emergency now lifted, a growing number of parents are remote working and children are spending an increasing amount of time at home as part of efforts to curb the spread of COVID-19, with staggered attendance at elementary schools continuing and some households deciding not to send children to preschool or nursery schools. While many concerns remain unresolved, we have begun an Online Nanny Service in the hope of providing parents with childcare support and assisting with child education. As with our online childcare, Poppins offers more than merely virtual learning opportunities, with a hybrid nanny service that can be expanded to also include offline teaching. This initiative is part of our efforts to support a ‘better normal’.

[Inquiries] 03-3447-6131 or [order@poppins.co.jp](mailto:order@poppins.co.jp)



Online nanny

## 4. Solving your childcare concerns – Online consultation with Super Nannies



Poppins Super Nannies

To address parent concerns about childcare, we have developed a new service that offers online support by Super Nannies, the finest nannies at Poppins. Some parents don’t have anyone nearby to turn to with their childrearing concerns, perhaps as a result of Japan’s increasing trend towards nuclear families, or because they are the sole parent responsible for raising children. For these parents, our ‘Super Nannies’ – professional sitters with a wealth of experience caring for many children – offer advice on various aspects of childcare, ranging from prenatal and postnatal counseling to toilet training, exam preparation, and even suggestions for indoor play. The service is provided online, catering to parents both in Japan and overseas. More details can be found at <https://coubic.com/poppins-online>

[Inquiries] 03-3447-6131 or [ikuji@poppins.co.jp](mailto:ikuji@poppins.co.jp)

## 5. New Digital Transformation Division

In January, Poppins established a Digital Transformation (DX) Division, which is responsible for online projects such as online childcare, as well as launching and reforming projects through the latest digital technologies, including AI and IoT. To set up the division, we enlisted the assistance of consultants who had previously served as top managers at IBM and Yahoo, and also recruited digital talent from outside the company. We will continue to take on new challenges and pursue industry-first innovations that enable us to offer more attractive and convenient services to our customers.



The DX Division team

## 6. Opening of Poppins Nursery Schools



Poppins Nursery School Myoden



Poppins Nursery School Ebisu-Minami

Poppins opened eighteen new schools between March and June 2020, bringing the number of facilities we operate to 322 nationwide.

### [Opened in March 2020]

Poppins Nursery School (leisure industry, Chiba Prefecture)

### [Opened in April 2020]

Poppins Nursery School Ebisu-Minami (licensed)

Poppins Nursery School Kuramae (licensed)

Poppins Nursery School Azamino (licensed)

Poppins Nursery School Nishitokyo (licensed)

Poppins Nursery School Myoden (licensed)

Poppins Nursery School Shimorenjaku, Mitaka (licensed, after-school, temporary care, family plaza)

Poppins Nursery School AEON Mall Tsudanuma (licensed)

N-Kids (nursery school within Nippon Koei offices)

### [Opened in June 2020]

Olympus Kids Garden Hachioji (nursery school within Olympus offices)

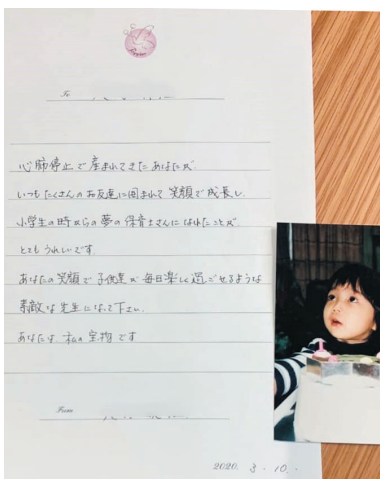
## 7. 10th Lecture on Community Health Care Cooperation

On Friday 14 February, our Silver Care Services Division and NPO Poppins jointly held a lecture on community health care cooperation that invited Dr. Kazuhiro Nagao, Chief Director of the Yuwakai Nagao Clinic, to speak on the theme of 'Three Keys to Peaceful & Comfortable Home Care'. As our society ages, home care is becoming an increasingly familiar topic. Having long been involved in the field, Dr. Nagao spoke about the keys to successful home care based on his experience providing end-of-life care to more than 2,000 patients in their homes. In addition to medical and nursing professionals, the audience also included many individuals with a strong desire to care for their family members at home.



The venue was filled with medical welfare professionals and the families of patients

## 8. 'Poppins grows through love' – A surprise for our new graduates!



A parent letter with the new employee's childhood photo



New staff receive a surprise on their first day of work

For the 2020 school year, Poppins welcomed 138 new graduates who joined our team as nursery school teachers and nutritionists. Their first day of work included a surprise, as our new recruits received letters of encouragement from their parents. With the welcoming ceremony postponed due to the impact of COVID-19, as a company we wanted to do what we could to support the new staff who will sustain the front lines of childcare. There were scenes full of surprise and emotional tears as facility directors read each letter before handing them to the new members of staff. A month later, as these new graduates were beginning to experience life as working adults, they had the opportunity to respond by surprising their parents with letters of gratitude, conveying their appreciation in writing and sending thanks for the constant gift of warm support.



### 9. Online programs with ALS's specialized instructors



Language program by announcer Junko Matsunami  
Reaching out to children on the other side of the screen with a smile

While the Poppins Active Learning School in Tokyo Midtown has now resumed near-normal operations, during the period of closure we shared videos and conducted online programs with the school's specialized instructors to help children make the most of their time at home. The videos, put together creatively by our team of instructors in art, dance, language, maths and science, were very well received by parents, who provided the following feedback: "We were impressed by the high level of fascinating programs"; "As a parent, I was glad to see my children enjoying themselves amid the boredom of being stuck at home". This summer, we also plan to resume the weekly Sunday Program, and look forward to seeing you all there.

[Inquiries] 03-5785-2131 or [activelearning@poppins.co.jp](mailto:activelearning@poppins.co.jp)

### 10. PALIS reopens with new format! Diverse summer programs!

Located in the beautiful surrounds of Yebisu Garden Place, Poppins Active Learning International School offers various activities for pre-school children aged 11 months and older. Due to COVID-19, the school conducted online lessons throughout April and May. The children seemed very glad to catch up with their teachers via their screens, which overflowed with smiles as everyone sang and danced to music. From June, the school reopened with a safe and secure new format. For this year's summer programs, we are also planning a diverse range of activities with popular teachers, including dance, music and art! Programs will run until 4 September. At the PALIS Annex (after-school), children up to Grade 3 can participate! We look forward to seeing you all there.

See our website for details <http://www.poppins-palis.jp/>

[Inquiries] 03-5791-2105 or [palis@poppins.co.jp](mailto:palis@poppins.co.jp)



Face shields are used for circle time



Lots of fun crafts to inspire creativity!

### 11. Latest information on Poppins Keiki Hawaii



The water on Waikiki Beach is clearer than ever!

Poppins Keiki Hawaii offers the only licensed kids' rooms operated by a Japanese company in the state of Hawaii. As of late July, the Sheraton Waikiki Hotel that hosts Poppins Keiki Hawaii is undergoing renovations; as such, the facility is currently not operating. In preparation for welcoming children through its doors once again, Poppins Keiki Hawaii has drawn up a health policy that prioritizes safety and security in accordance with Department of Human Services (DHS) guidelines. Our entire staff is working hard to make preparations, including stocking sanitary goods and conducting safety training, to ensure that both children and parents enjoy a special, worry-free time in Hawaii. We eagerly await the day when we can be reunited with all those smiling faces.

For the latest information, please check the following:

[Facebook] [www.facebook.com/poppinshi](https://www.facebook.com/poppinshi)

[Reservations / Inquiries] [www.poppins.co.jp/hawaii/contact\\_reservation/](http://www.poppins.co.jp/hawaii/contact_reservation/)