

Asari Education Academy Group

PRESS RELEASE

Learning to Love One's Body and the Life it Gives through Early Childhood Physical Activity The "Undo Asobi Revolution" Project

Asari Education Academy Group (President: Kenji Asari, Sapporo), which operates 13 nursery schools, kindergartens, and certified childcare centers in Hokkaido, has launched the "Undo Asobi Revolution." This is a project to promote research and development of "Undo Asobi" (independent play centered on physical activity), which is essential for improving children's basic fitness and physical and mental growth.



Our Thoughts

We believe that "Undo Asobi," daily play-centered physical activity, is important not only for improving the basic physical fitness of children, but also for their physical development, mental health, and the essential need to love their own bodies throughout their lives. We emphasize the joy of physical activity and the creation of fun and excitement with friends beyond the limiting binary of can and can't do.

Outline of "Undo Asobi Revolution"

We will research and develop better "Undo Asobi" by improving its content through scientific evidence and verification in cooperation with universities, and through the awareness and changes of teachers who are engaged in "Undo Asobi" every day.

-Joint Project with Associate Professor Shinichi Omiya, Faculty of Lifelong Sports, Hokusho University

Together with Associate Professor Omiya of the Faculty of Lifelong Sports at Hokusho University, we will conduct joint research on the effects of "Undo Asobi" on the athletic abilities of children.

Excerpt from "Undo Asobi Revolution Activity Report" (June 2024)

In March 2024, a total of 102 four-year-old children from Atsubetsu Sakuragi Nursery School, Kitago Ayumi Kindergarten, and Taihei Azusa Nursery School visited the Hokusho University gym to have their athletic abilities measured. In addition to the four MKS athletic abilities tests recommended by the Ministry

of Education, Culture, Sports, Science and Technology (MEXT) (25-meter run, standing long jump, upper body support hold, and continuous jumping on both feet), a rebound jump ability test similar to jump rope was also conducted. We also checked to see if the children could perform a running start jump, which is not often tested for research projects.



(Comment by Associate Professor Shinichi Omiya, School of Sports Education, Faculty of Lifelong Sports, Hokusho University)

Such measurements not only show growth in athletic abilities, but also how they relate to activities in childcare. Furthermore, it has recently been shown that there is a relationship between athletic ability and academic achievement, and that being able to exercise well as a young child can lead to better health, a more positive attitude in general, and an easier time adjusting to societal needs. In other words, a familiarity with physical activity in early childhood may lead to nurturing children's confidence to excel throughout their lives.

[Children's manner and verbal response]

- The children were looking forward to their first measurement, though some appeared confused.
- During the long jump test, the children were discussing with each other if they could perform the jump.
- The children enjoyed communicating with the university students as they performed the tests.
- Many of the children had difficulty supporting their entire body weight with their upper limbs because they had never done it before.

[Staff comments]

- Students from Hokusho University helped the children enjoy the exercise.
- It was impressive to see children enjoying the activities. I was happy to see that the children wanted to do

it again.

- I could recognize the athletic abilities that would be developed through daily play.

For the Future

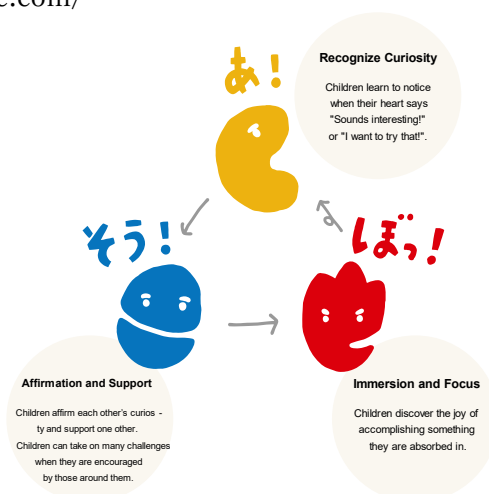
We will conduct similar athletic abilities tests with Associate Professor Omiya of Hokusho University in August 2024 and March 2025. While investigating the effects of the "Undo Asobi Revolution" program on body building as appropriate, we will utilize the results for the development of more effective Undo Asobi.

Additionally, the group will perform ongoing education on Undo Asobi at the 13 schools to improve upon a program that makes children want to move their bodies more.

Asari Education Academy Group

The Group is based on a kindergarten attached to Hokkaido Nihon University High School (currently Sapporo Nihon University Gakuen School Corporation), which was established in 1969, and a federation of three corporations: Asari Kyoiku Gakuen Educational Corporation, Asumoe Social Welfare Corporation, and Jiyu sozo Gakuen Educational Corporation. As of 2024, the Group oversees 13 certified childcare centers, kindergartens, and nursery schools (approximately 1,100 children and 300 staff), mainly in the central region of Hokkaido, through the acceptance of local government projects for the privatization of nursery schools and new construction to reduce the number of children waiting for daycare. Based on the educational policy "Ah – So – Bo!", the Group's vision is to nurture children with sensitivity toward gaining independence. The Group's mission is to provide society with people who are flexible, strong, and equipped with confidence to excel.

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-Inquiry about this article-

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