

# Career Counseling Public Policies in Brazil

Innovative practices for an  
old question

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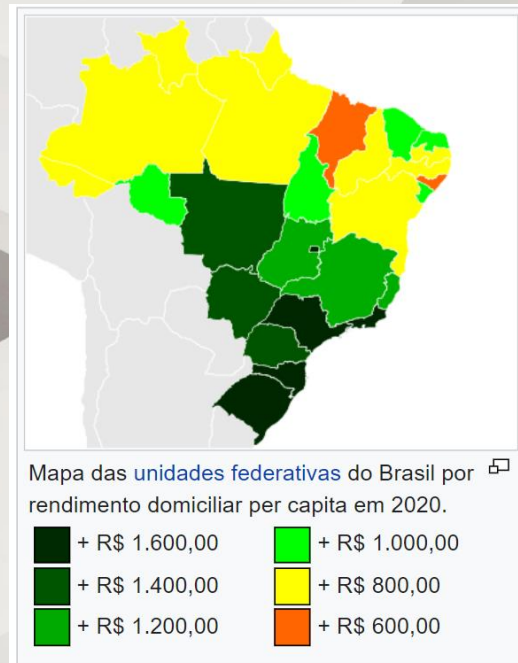


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US\$ 1 = R\$ 4,80

Brazil is the largest country in South America with 220 million inhabitants

Huge social inequality: richer states in the south and poorer in the north but within the states there are brutal differences in income distribution

Education, and Science and Technology has suffered in recent years with budget cuts and frequent changes of command in the ministry of education

Brazil never had an attention to career issues in fundamental education



Policy-makers and society has been discussing a necessary reform of Brazilian secondary education since the mid-2000s in order to better prepare students for the challenges of the 21st century

In 2017, a law was passed establishing the "New High School" (Novo Ensino Médio) with curricular guidelines that began in 2022, will become mandatory in 2023, and have to be fully implemented by 2024.



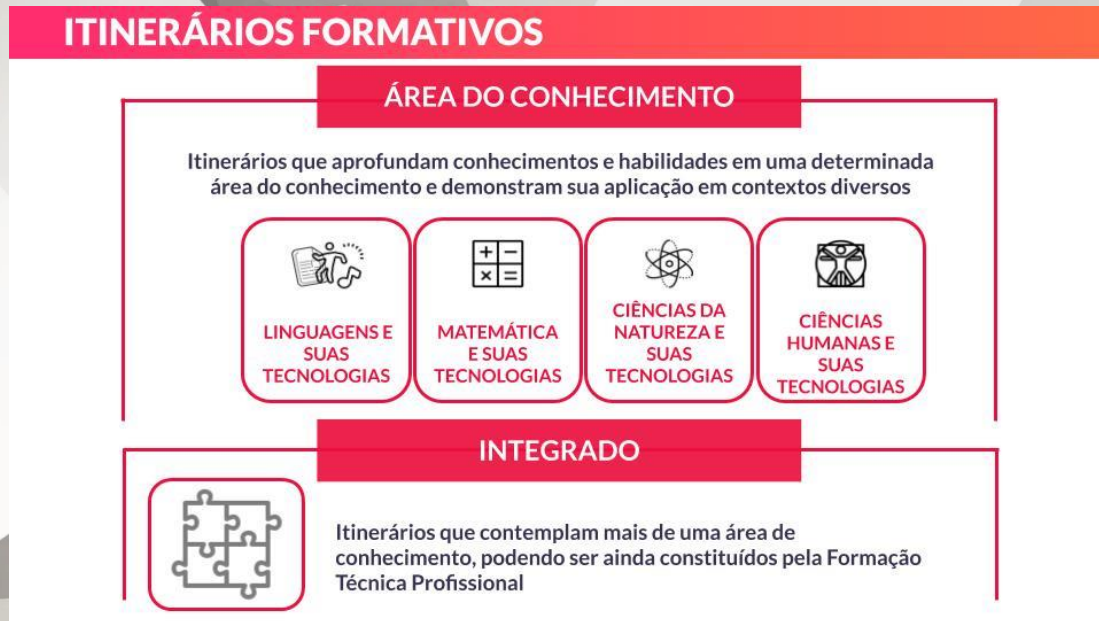
One of the foreseen changes is the division into areas of knowledge and no longer into isolated disciplines

Only Mathematics and Portuguese Language remain compulsory in the three years of high school

Training itineraries were also included, which are sets of subjects that students can choose according to what the school offers

Itineraries must cover the following areas:

- languages and their technologies
- mathematics and its technologies
- natural sciences and their technologies
- applied human and social sciences
- technical and professional training



There are three pillars

**personal** (learning to deal with their own feelings, respecting their limits, discovering their identity, detecting their main abilities and difficulties, tracing their desires);

**social** (reflecting on your relationship with family and colleagues, thinking of ways to help the community, understanding the reality of your surroundings);

**professional** (choosing which training itinerary you will choose throughout high school, deciding whether to go to college or a technical course, thinking about a career for the future)

The introduction of a curricular component called **life project**, which can be offered autonomously or transversally in one, two, or three years of high school, was a significant change

The National Curricular Common Base (BNCC, document that stipulates the content and skills that must be developed by schools) provides for the "Life Project" as a means for students to exercise their citizenship and make their decisions with "freedom, autonomy, conscience criticism and responsibility"



An important note: BNCC does not provide instructions on how to implement the Life Project component

Each state's education secretary can guide schools to implement as they wish (or as possible).

Mandatory in both public and private schools - a big difference in Brazil



# Instituto **Ayrton Senna**



From [institutoayrtonsenna.org.br](http://institutoayrtonsenna.org.br)

The cause of education: “We believe that every child and adolescent has the right to an education that prepares for life, work and active citizenship. Inspired by the ideals of Ayrton Senna, one of the greatest icons of Formula 1, our mission is to support as many children and youths as possible and give them the opportunity to live a meaningful life”

## Science to promote Life Projects

Ayrton Senna Institute, together with researchers from several Brazilian and foreign universities, promotes cutting-edge educational research in several Brazilian states that aims to support public policies for citizenship and education

Between 2019 and 2020 more than 3 million students (elementary and high school) from different Brazilian states were directly impacted



IAS began developing research and intervention fronts focused on the world of work in 2019

One of the actions was to develop a curricular component for the 9th year of elementary school

Although not mandatory by law, the insertion of the component in the last year of elementary school was made with the aim of preparing students for the choice of training itineraries, which can take place in the first year of high school





Main objective:

Develop a one-year, 67-hour career education proposal based on the Social Cognitive Career Theory

Support state education secretaries, schools and teachers to implement LP component

Specific objectives:

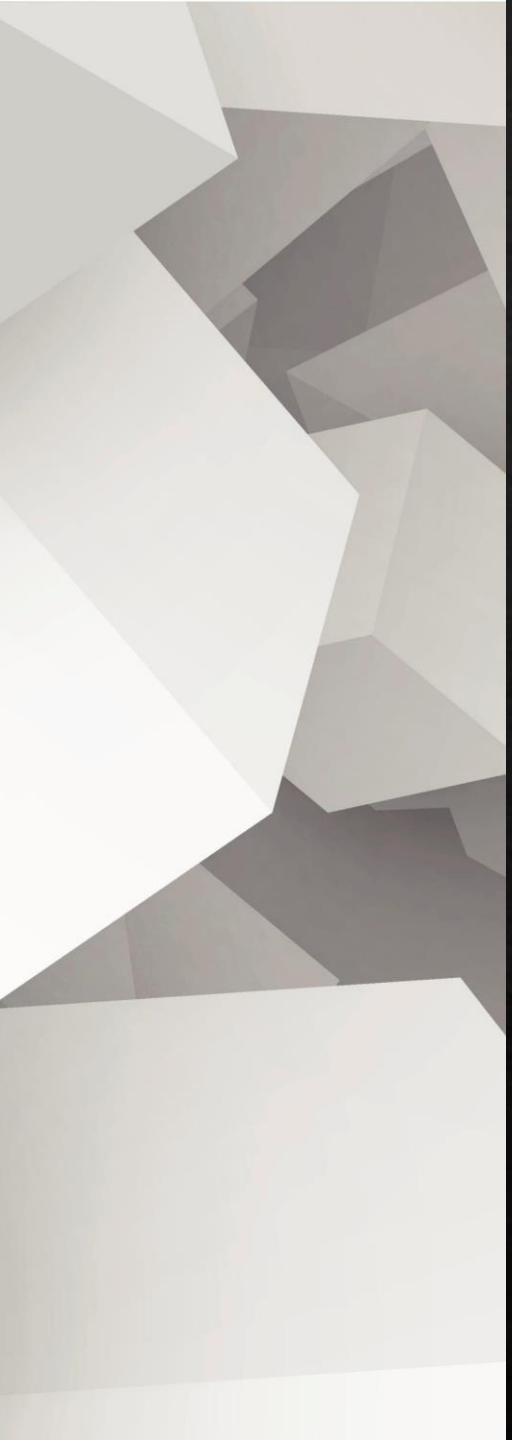
1 - Revising existing material in order to introduce the theme of the world of work

2 - Developing and adapting activities for students based on Social Cognitive Career Theory (Lent, Brown, and Hackett, 1994; Lent & Brown, 2013)

3 - Developing and adapting activities for teachers to experience the content

4 - Developing and revising Guidelines and Lesson Plans and training materials for teachers

Expected outcome: increasing students' career decision self-efficacy



The material was developed in 2019 and was to be implemented in 2020, but the pandemic scuppered the plans

During two last years we developed interest and self-efficacy measures to monitor results; SES measure SENNA

For intervention: comic book with characters inspired by the Holland Model

In 2023, the component will probably be implemented jointly with others developed materials (for example, app for high school) by the Ayrton Senna Institute and partner researchers

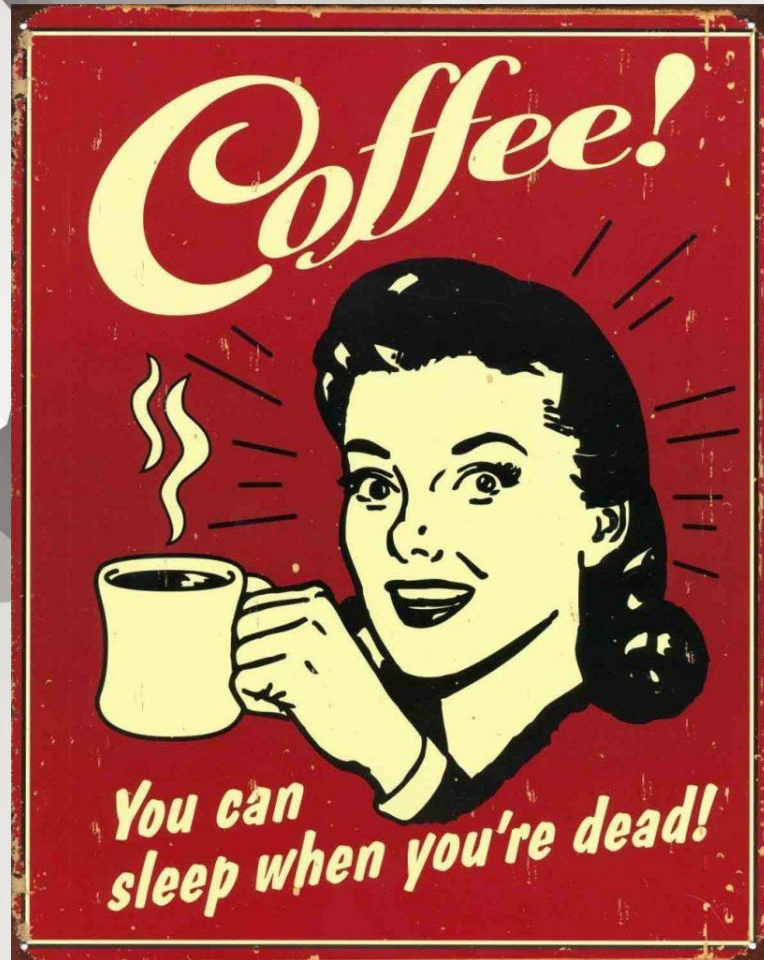
Expectation: 30.000 students impacted per year

Material development always takes into account scientific evidence and seeks to generate scientific evidence for new actions

As soon as possible we intend to publish the results



# Thank you!



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