

Mexico City, 29<sup>th</sup> November 2017

Prof. Dr. Michael Scharpf & Thorsten Walther, M.A.

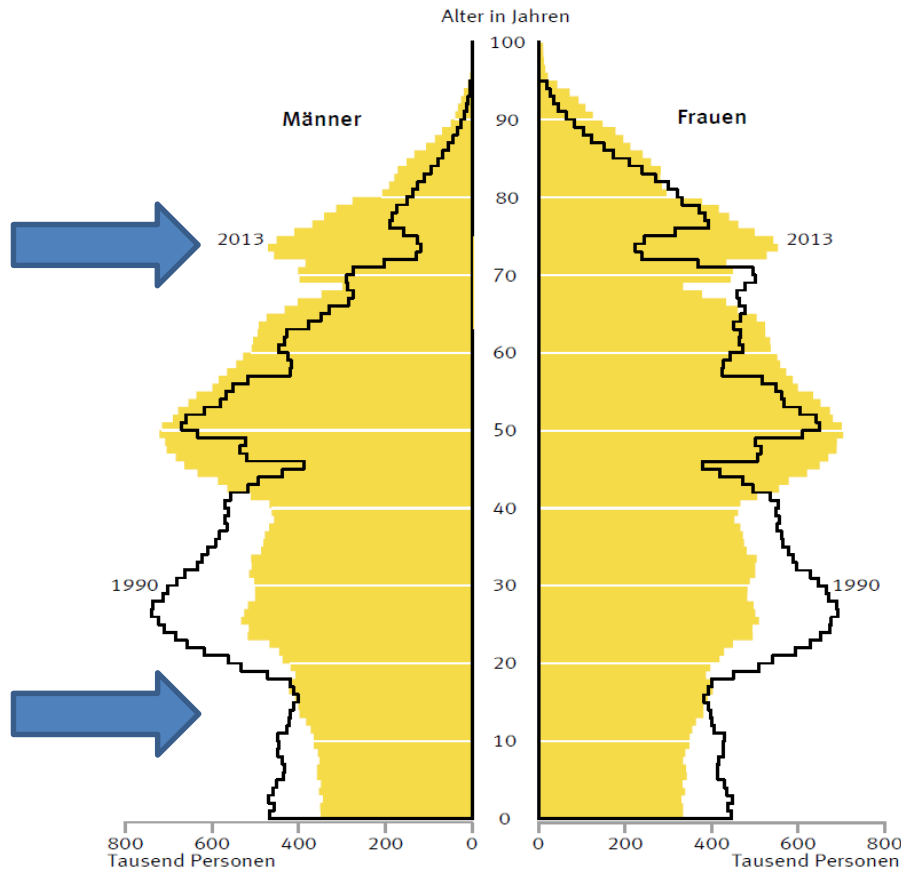
# Innovative Counselling for Improving the Participation of People 55+ in working and social life

International Conference of Education and Professional Guidance



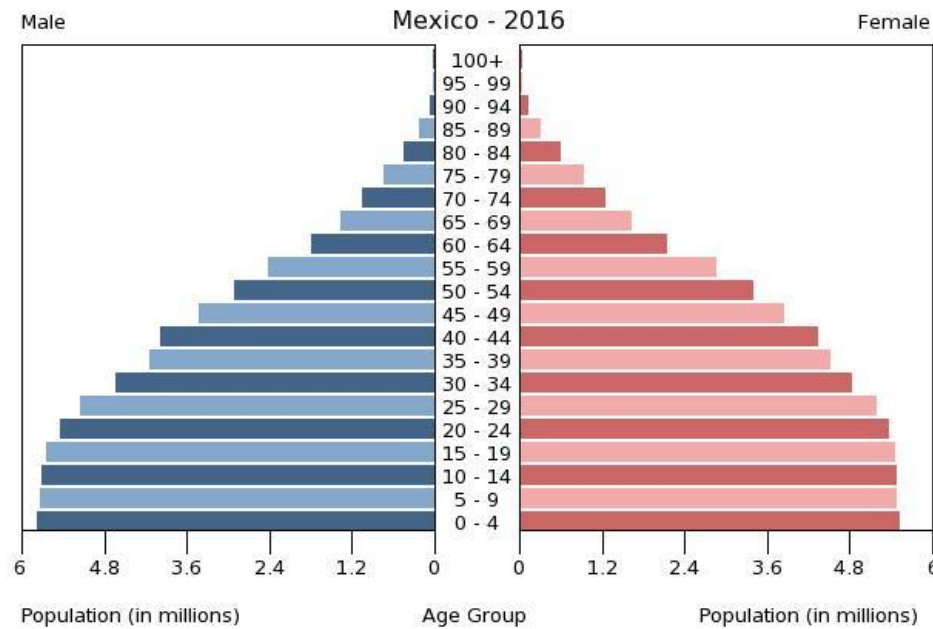
# Demographic Structure 1990 and 2013 in Germany

## Germany



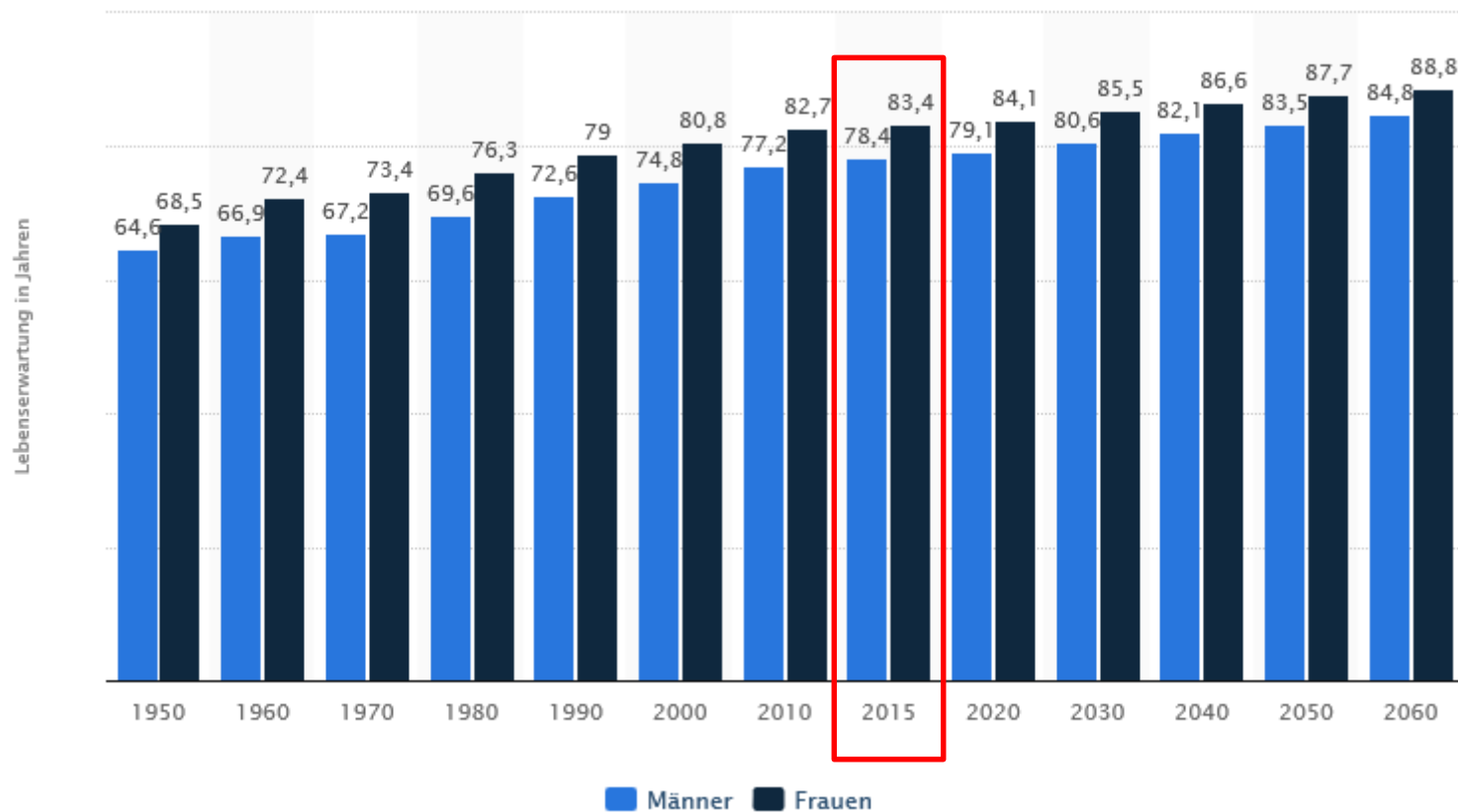
Source: Statistisches Bundesamt (2015)

## Mexico



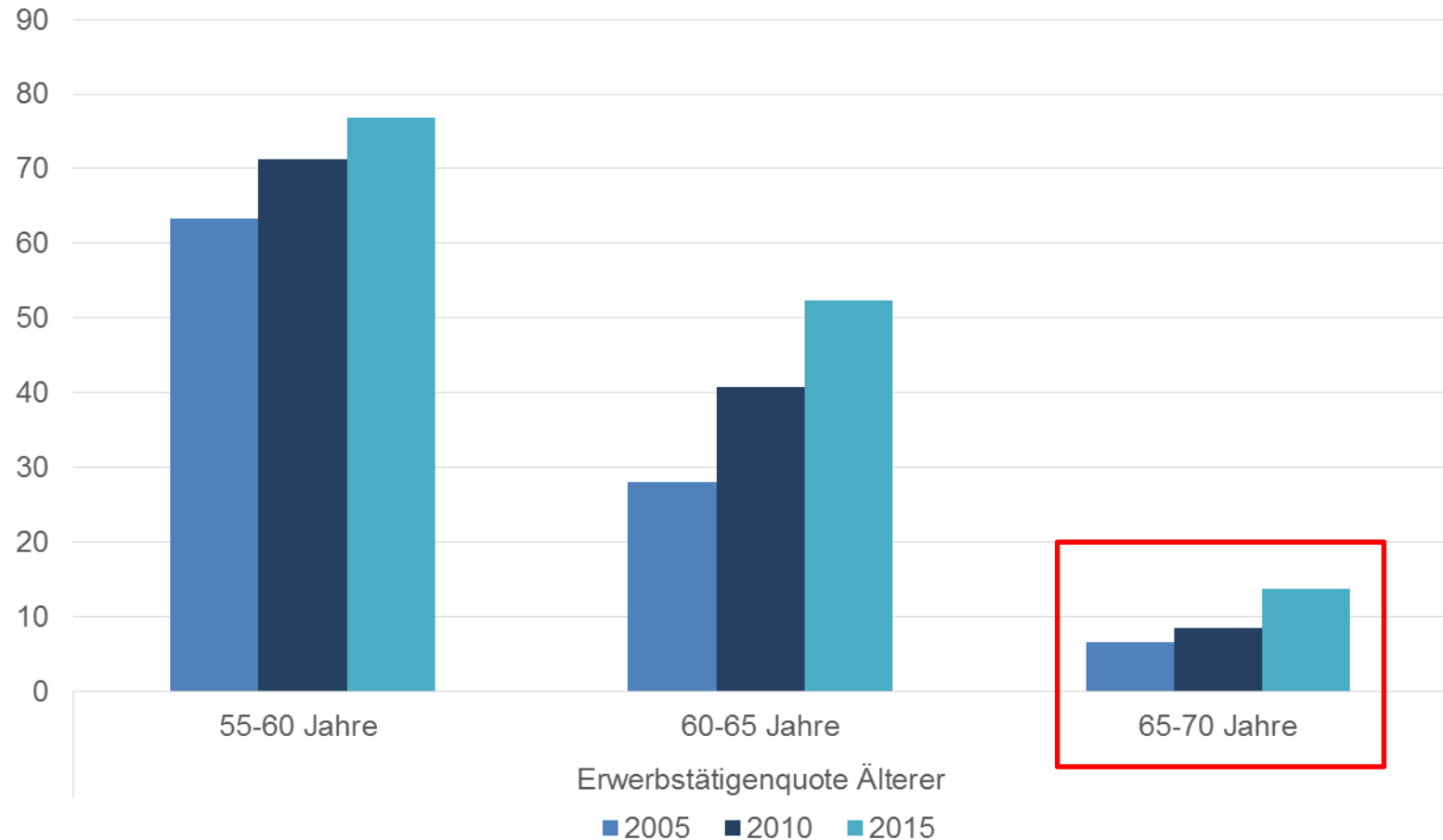
Source: Index Mundi (2017)

# Life expectancy



Source: Statista (2017), Basis: Statistisches Bundesamt

# Employment rate of elderly in Germany



Source: Statistisches Jahrbuch 2015, Basis: Mikrozensus

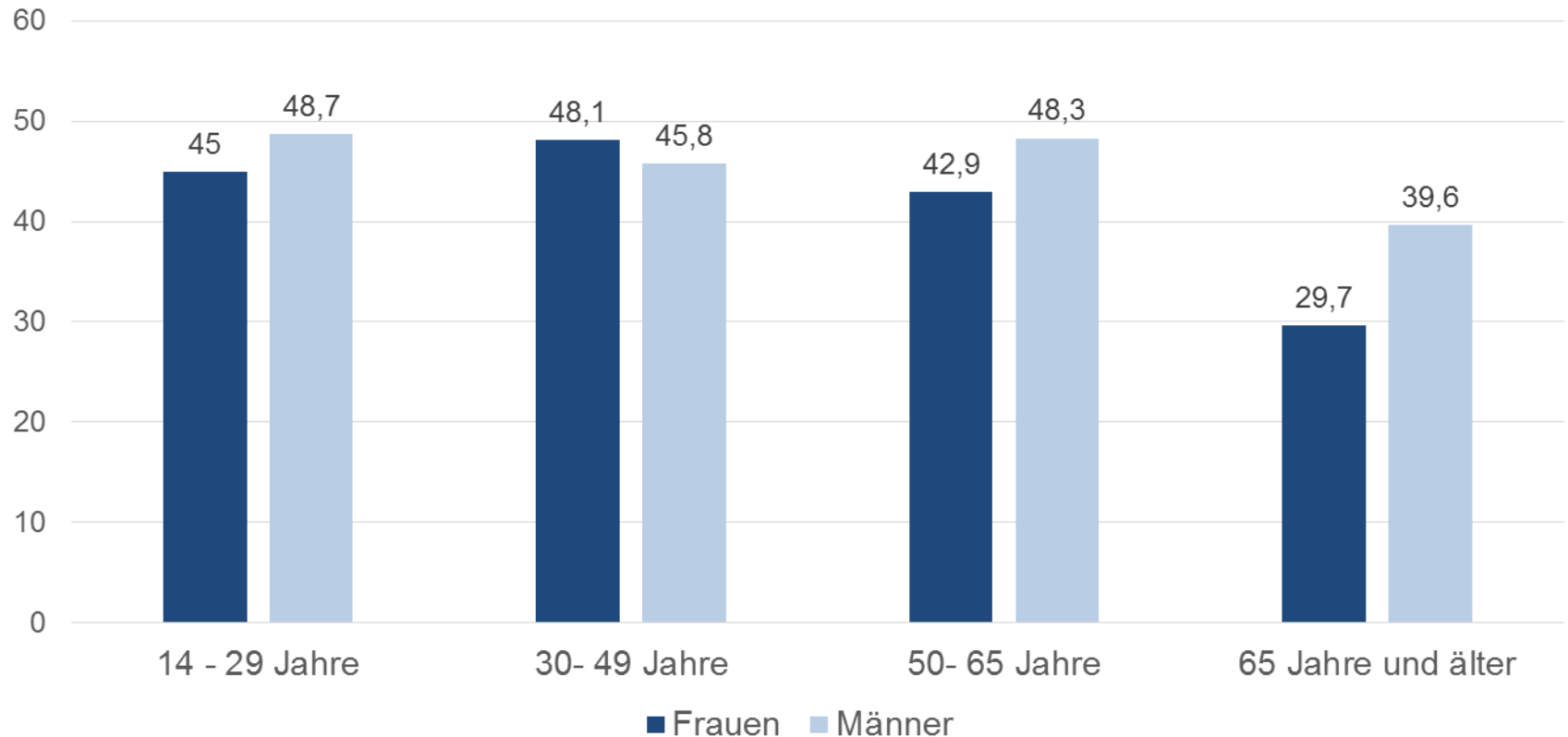
# Long-term unemployed Persons - Differences in Age, Nationality, Gender



Own illustration, Source: Die Arbeitsmarktsituation von langzeitarbeitslosen Menschen, 2016, Bundesagentur für Arbeit (Federal Employment Agency, Germany).

# Volunteering by age

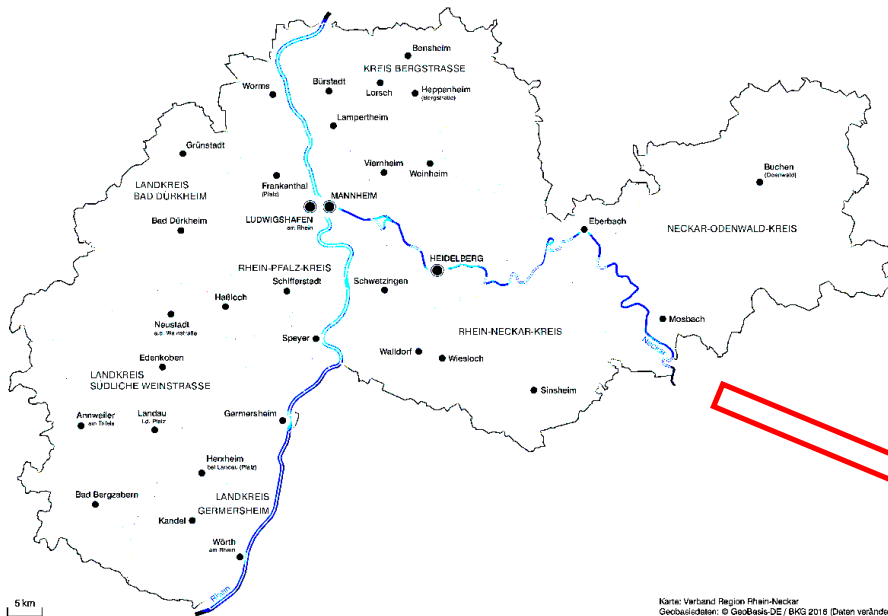
## Proportion of volunteers 2014 in Germany



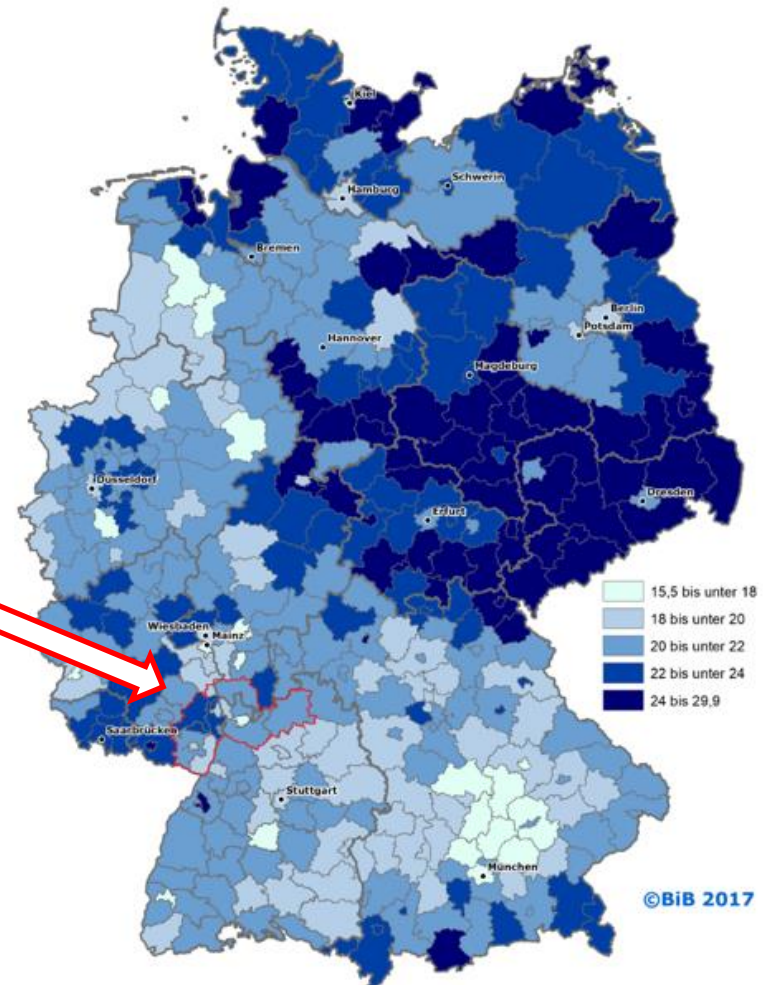
Source: Simonson, J., Vogel, C., Tesch-Römer, C. (2017)

# Project „INBeratung“ – Innovative counselling for people 55+ in the Rhine-Neckar Metropolitan Region

Bevölkerung 65 Jahre und älter in Deutschland (Kreisebene)  
Anteil in Prozent, 2015



Karte: Verband Region Rhein-Neckar  
Geobasisdaten: © GeoBasis-DE / BKG 2016 (Daten verändert)



©BiB 2017

Datenquelle: Statistisches Bundesamt, Berechnungen BiB, ähnliche Klassenbesetzung  
© GeoBasis-DE / BKG (2015)



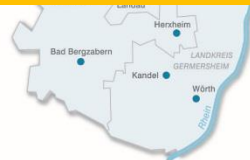
# Testing of a Training Curriculum for Counsellors



Counselling Employers and Employees

Counselling Unemployed Persons

Counselling retired Persons

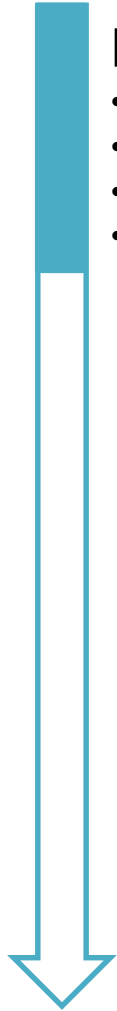




# Project steps

## Phase I: Project start and needs assessment

- March 2016
- Half-standardised interviews (n=29) with professional counsellors and clients
- Three focus group meetings
- Overview of challenging counselling situations



# Challenging cases in counselling elderly people

## Anne Winter

- Born 1954 in northern Germany
- Unmarried, childless
- Chef, has worked in London, Paris
- Came to Ludwigshafen for her father, who died a few years ago
- Cannot work anymore because of back pains
- Unsure whether she can work as a chef ever again

## Fanny Burkhart

- 56 years old, single, childless
- zoo keeper
- Has always lived in the region
- On her last birthday her boss asked her about her retirement plans
- She has none so far
- Her mother depends on care
- Conflict with her brother: Who can take care of her? Who can pay it?

## Dieter Keim

- 55 years old, car mechanic
- Divorced, has a son
- Became an alcoholic due to divorcing his wife, nondrinker by now
- Good relationship with his son by now
- The car workshop's owner died 6 months ago, new owner does not want to employ Mr Winter
- He will lose his jobs in a few months
- Worried about finding a new job

## Paul Schiller

- Skilled Roofer, 57 years old
- currently unemployed due to rheumatism
- His wife and youngest child were killed in an accident 15 years ago
- Very bonded with his family (children, grandchildren, brother's family)
- Unable to work as a roofer → needs to find an alternative job
- Refuses any office jobs
- → Early retirement or occupational retraining?

# Project steps

## Phase I: Project start and needs assessment

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- Overview of challenging counselling situations

## Phase II: Development of a training curriculum

- Identify target-group-specific needs in counselling practice
- Development of a modular counselling training
- Testing parts of the content in teaching at the University of Applied Labour Studies in Mannheim



# Project steps

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## Phase III: Piloting the offers

- Pilot run with 21 participants in June and July 2017; duration: 40 teaching units (45 mins)
- Addressees' analysis of participating professional counsellors
- Formative and summative evaluation



## Training (Summer 2017)



# Project steps

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## Phase IV: Effectiveness analysis

- Three months after pilot run (4<sup>th</sup> quarter 2017)
- Similar approach as Kirkpatrick's (1994) 4-level-training evaluation
- All participants: online questionnaire
- Half-standardised interviews (n=8)

# First results from the training

- **High interest** in the training: 21 counsellors from our partner institutions could participate in the first training
- Most participants are “career jumpers” - **lack of basic counselling knowledge**
- **Extension of Module 1** (Basics in Counselling) **and 3** (Networking and Marketing) is needed
- Working with the “challenging cases” (phase I) in the training ensured the practical relevance
- The mix of **compulsory and facultative modules** met the demand of participants from the different fields of counselling elderly people
- Aim to establish a regularly counsellor orientated training programme in the region



# Thank you for your attention!

## Project Information

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Hochschule der  
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University of Applied Labour Studies

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