



RED NOSES International
**Framework of
CHANGE**

Vienna, September 2024

Our Framework of CHANGE

Our Framework of Change identifies the problems we see in the world and describes our goals of how we want the world to look instead. These two poles – the WORLD AS IT IS and the WORLD AS IT CAN BE – together create the ‘why’ that drives all of our programmes.

Table of Content

1	Systemic Approach	4
2	Audiences	5
3	The World as It Is	6
4	The World as It Can Be	8
5	Pathways to Change	11
6	How to Use this Framework	17



Dear readers,

As we reflect on our journey, it becomes increasingly evident that our Framework of Change serves as the foundation of our mission at RED NOSES. This document encapsulates the heart of our work – our shared experiences, learning, and reflections on how we strive to create a positive impact through the art of healthcare clowning. While it may seem unconventional for an artistic organization to focus on measurable impact, this focus has always been intuitively at the core of what we do. Now, we are simply more deliberate in shaping our actions toward achieving that impact.

Our work is not done in isolation. We are an integral part of larger systems, and this framework enables us to cultivate meaningful partnerships that enhance our ability to reach those in need. The Framework of Change is not a static tool; rather, it breathes life into our mission, inspiring us to remain intentional and strategic with every step we take. It guides us in ensuring that our efforts are aligned with our overarching goals – to improve emotional well-being, foster social inclusion, and empower individuals creatively.

This document is a testament to the growth and evolution of RED NOSES as an organization committed to bringing joy and laughter to the world, all while deepening our impact and the quality of our actions and partnerships. As we continue on this path, the Framework of Change remains our compass, helping us navigate the challenges ahead and ensuring that our work continues to bring about meaningful and lasting change.

With warm regards,

The RED NOSES Board of Directors

Natalie Porias, CEO

Christophe Dumalin, Chief Artistic Director

Eric Pflanzner, CFO

Systemic Approach

RED NOSES is an artistic organisation with the mission to provide psychosocial support through the art of clowning and share laughter and hope with people facing challenging circumstances. We recognize that we multiply our impact when we think and work in terms of systems. Our Framework of Change explains how we address problems by collaborating holistically with institutions, communities, and networks. With this systemic approach, we facilitate deeper and longer-lasting change for our primary audiences.



Older Citizens Programme works towards change in the social care system



Disability Inclusion Programme works towards change in the disability inclusion system



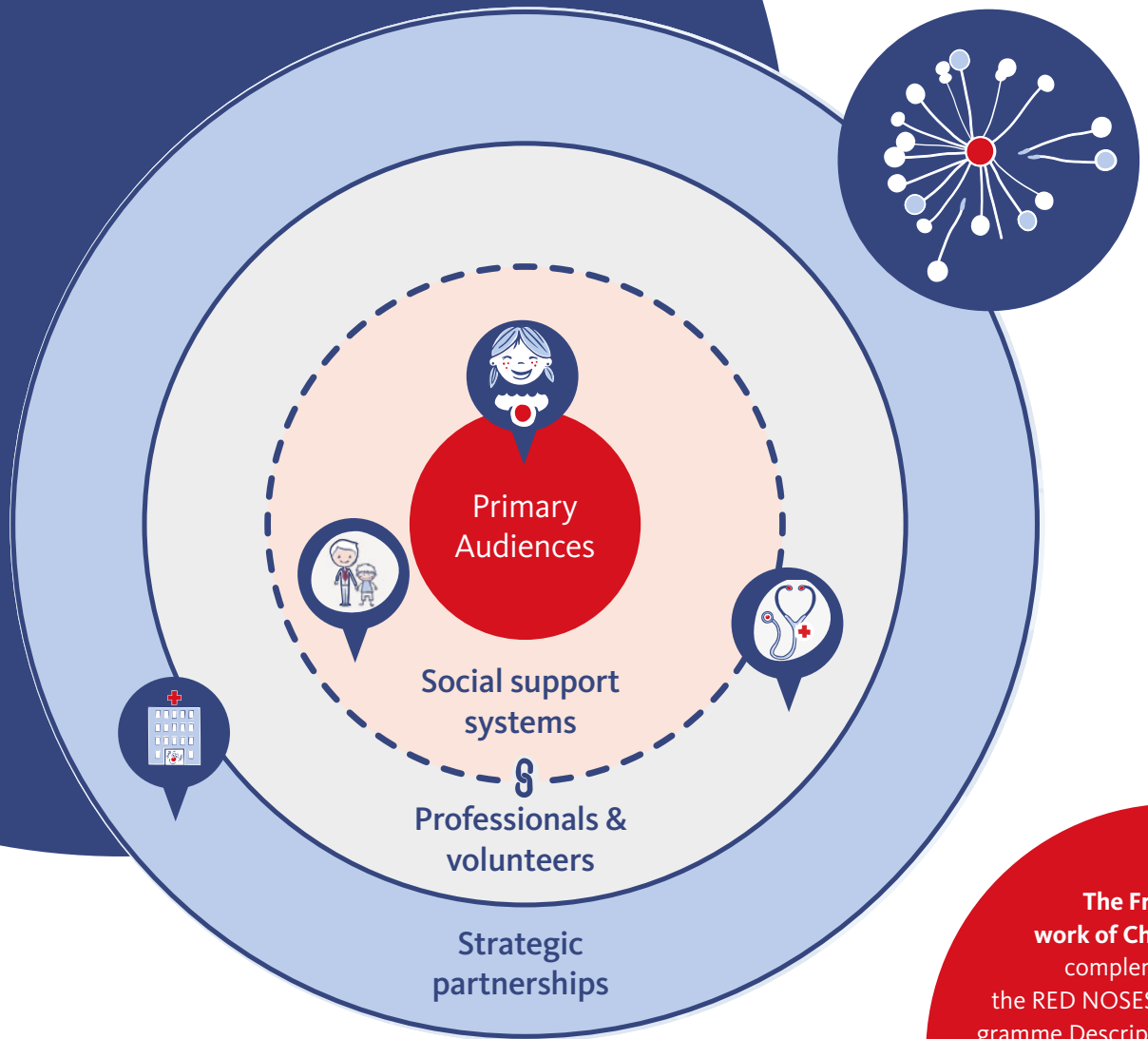
Healthcare Programme works towards change in the healthcare system



Crisis Response Programme works towards change in the crisis response system



Each programme offers a portfolio of formats, the artistic activities in which healthcare clowns engage with the primary audiences. The format is what the artists do with the audience. Each format has its own unique impact goals, which align to the strategic goals of the programme. Research and advocacy amplify and support the formats to contribute to our strategic goals as well.



The Framework of Change complements the RED NOSES Programme Descriptions, which go into detail about how change looks for each unique audience in their respective system.

Audiences

Primary Audiences

RED NOSES works together with four **Primary Audiences**.

- Children and adults receiving medical care
- Older adults receiving social care
- Children with disabilities
- Children affected by crisis and displacement

The aim of all our work is to address the problems faced by these Primary Audiences.

Expanded Audiences

RED NOSES recognizes that the well-being of its primary audience is intertwined with the well-being of their social support systems and the professionals who work with them. That is why we also engage with **Expanded Audiences**.

- **Social support systems:** Parents, caregivers, family members, friends, peers, community members
- **Professionals and volunteers**

By working with the expanded audiences, we aim to boost their own wellbeing and reach our common goal of supporting the primary audiences.



The World as It Is



While each audience, and indeed each individual, has their own unique challenges, there are some common themes among the problems faced by our primary audiences, which all our work aims to address.

Emotional and Psychological Challenges

Our primary audiences cope with a range of intense emotions such as stress, fear, uncertainty, and sadness. While these emotions are not bad or wrong in themselves, if they become chronic and excessive, they damage health and emotional well-being.

Social Exclusion

Our primary audiences are often in environments where their unique identities may be overlooked, and they are seen more in terms of their symptoms or conditions than as complete human beings. They may struggle with feelings of loneliness and boredom and often lack opportunities to form meaningful connections with other people.



Sense of Powerlessness

Our primary audiences face complex challenges, which can lead to a sense of powerlessness. They may struggle with a negative self-image and respond to their challenges by disengaging. They often have limited opportunities for learning and play that might provide an experience of creative power.

Actions

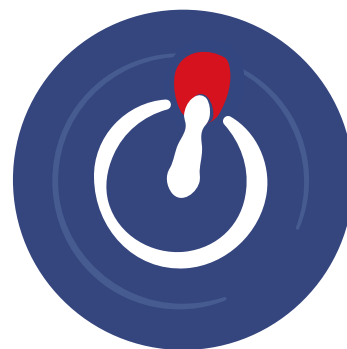
Genuine, long-term change only be reached through the actions of many people, institutions, governments and communities. RED NOSES International makes its unique contribution through the art of clowning.

➤ Co-create quality healthcare clowning interventions

RED NOSES clown artists encounter audiences and co-create alternative perspectives. Through the art of clowning, RED NOSES clown artists form connections with those around them and create an atmosphere of joy and humour. As a comic figure, the clown has the power to bridge the gap between potential barriers, such as culture and language. Clowns can normalise failure and use humour to deal with challenging circumstances. They take the negative and turn it into a positive, promoting acceptance and self-confidence.

➤ Research and learn about healthcare clowning

We promote reflection and learning throughout the organisation and together with our audiences to increase the impact and quality of our work. Through the use of participatory methods, research activities bring together people with different perspectives. That diversity leads to surprising and helpful results. We also partner with academic and medical institutions to facilitate rigorous studies that contribute to a rich base of scientific evidence.



➤ Share knowledge and skills

We provide seminars and workshops to share the benefits of humour and play with our expanded audiences. We also encourage artistic and professional exchange with other healthcare clowning organisations, internally within the organisation, and within relevant artistic and cultural networks.

➤ Collaborate and advocate for change

We join strategic alliances and contribute our expertise in pursuit of shared goals. We value our partnerships with institutions, networks, and decision-makers as the foundation of all our pathways to change. Through advocacy and strategic collaboration, we raise awareness of needs, suggest solutions, and contribute to more supportive systems and structures.

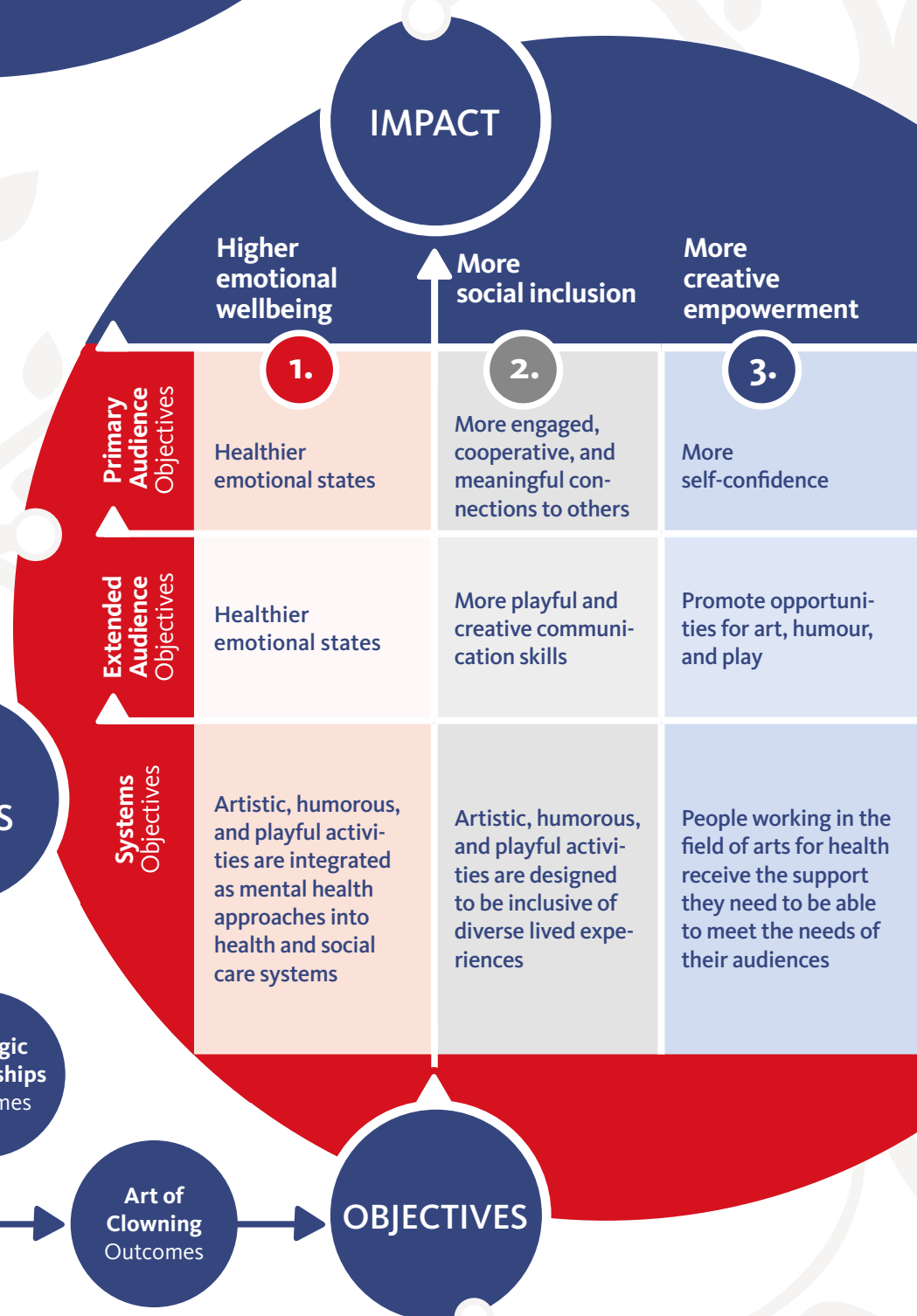


RED NOSES

Framework of Change

How we create impact

- ACTIONS**
- Co-create quality healthcare clowning interventions
 - Research and learn about healthcare clowning
 - Share knowledge and skills
 - Develop strategic partnerships





The World as It Can Be

The **IMPACT GOAL** of all our work is that people are better able to reconnect to themselves, each other, and the beauty of all human emotions. As a result of our work, our primary audiences experience CHANGE which brings them closer to this impact goal. This change can be understood in three, interdependent aspects.

1. Higher emotional well-being
2. More social inclusion
3. More creative empowerment

All our **ACTIONS** aim to contribute to positive change in these three areas.

Our actions lead to immediate **OUTCOMES:**

- › Outcomes of the experience of the art of clowning
- › Outcomes of our strategic partnerships

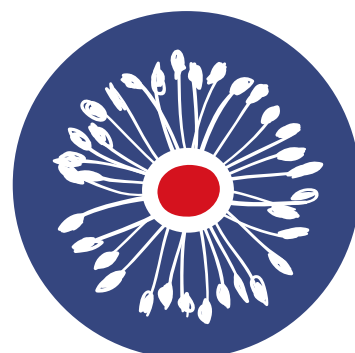


These outcomes, in turn, contribute to our **OBJECTIVES:**

- › Objectives for our primary audiences
- › Objectives for our expanded audiences
- › Objectives for supportive systems



These objectives, in turn, contribute to our three **IMPACT GOALS.**



Objectives

System change supports change for expanded audiences, which in turn supports change for primary audiences. Each objective is one step on the pathway towards our long-term impact goal of helping our primary audiences achieve more emotional wellbeing, more social inclusion, and more creative empowerment.

Objectives for Primary Audiences

1. Healthier emotional states
2. More engaged, cooperative, and meaningful connections to others
3. More self-confidence



Objectives for Expanded Audiences

1. Healthier emotional states
2. More playful and creative communication skills
3. Promote opportunities for art, humour, and play



Objectives for Systems

1. Artistic, humorous, and playful activities are integrated as mental health approaches into health and social care systems
2. Artistic, humorous, and playful activities are designed to be inclusive of diverse lived experiences
3. People working in the field of arts for health receive the support they need to be able to meet the needs of their audiences



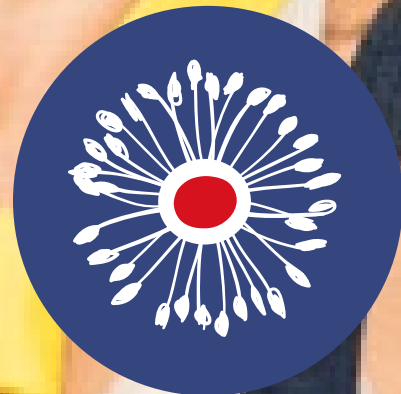
The Art of Clowning

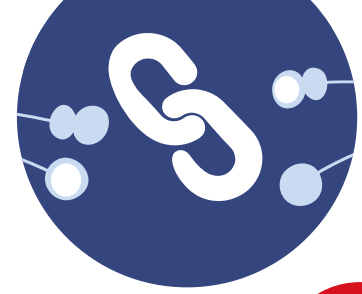
Healthcare clowns co-create experiences with their audiences. This experience of the art of clowning has immediate, in-the-moment outcomes for everyone involved. These positive outcomes contribute to our objectives and our impact goals of emotional well-being, social inclusion, and creative empowerment.

There are many ways to describe the immediate effects of clowning. For the Framework of Change, we concentrate on three outcomes which are linked to our impact goal. These outcomes are the same for our primary and expanded audiences.

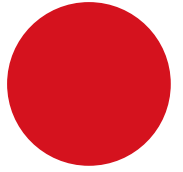
Outcomes For All Audiences

1. Express emotions in a welcoming space
2. Connect with someone on an individual, human level
3. Engage in creative and humorous play





Strategic Partnerships



Change is not the result of one organisation working alone. The only way to make meaningful change is together with allies, networks and groups with similar goals. RED NOSES pursues all its objectives through its partnerships with institutions in the health, social care and humanitarian sectors, as well as governmental departments, advocacy groups, artistic networks, interest groups, insurance providers, donors, the private sector, and the non-profit sector. We contribute our expertise in healthcare clowning towards partnerships that help reduce institutional and systemic barriers to realizing our impact goals.

Strong partnerships are the basis of change at the individual, institutional, and systemic levels. To support partnership development, RED NOSES developed the Partnership Compass, a tool for understanding and deepening partnerships.

While our partnerships with institutions are focused primarily on co-creating quality healthcare clowning interventions, other strategic partnerships aim to strengthen the systemic support for our impact goals. Raising awareness among key stakeholders – such as communities, advocacy groups, and decision-makers – is the essential first step in improving policies and practices.

1. Greater awareness of the benefits for primary audiences of arts, humour and play
2. Greater awareness of approaches that reduce barriers for primary audiences to participate in arts, humour and play
3. Greater awareness of the importance of quality standards of education, psychosocial support and employment conditions for people working in the field of arts for health





Pathways to change

To ensure a lasting impact, RED NOSES takes a holistic approach, actively collaborating with the whole environment engaged with our primary audiences, including family support systems, professionals, volunteers, institutions, and the broader community. Our actions have an impact at all these levels, which are all essential to our impact goal.

The experience of the art of clowning has immediate, in-the-moment outcomes for the audiences – they experience the magic of clowning. This experience leads to positive outcomes for the audiences, which in turn contribute to our impact goals of emotional well-being, social inclusion, and creative empowerment.

For the art of clowning to flourish, institutions and systems must provide supportive environments. We contribute our expertise in healthcare clowning towards partnerships that help reduce institutional and systemic barriers to realizing our impact goals.

To understand how our work creates change, we can imagine three distinct pathways, one for each component of our impact goal. While this separation helps grasp the logic of our work, please note that it is a simplification. In reality, all three pathways influence one another.

Higher Emotional Well-Being

Pathway One

In an encounter with healthcare clowning, primary and extended audiences have the opportunity to **express their emotions in a welcoming space**. The feelings they express are not always happy, clowns welcome and celebrate all emotions.

Humour is a powerful tool for emotional regulation, and all the aspects of a clown visit, including the opportunity for emotional expression, can help audiences find a healthier emotional response to the challenges they face. As a result of participating in the art of clowning, primary and extended audiences often experience **healthier emotional states**, for example, less stress and more hope. Healthier emotional states are an essential component and precondition of higher emotional well-being.

Primary audiences have a much better chance to improve their emotional well-being in the long-term if **artistic, humorous, and playful activities are integrated as mental health approaches into health and social care systems**. RED NOSES clowns cannot reach primary audiences without the support of individuals who are enthusiastic about our mission. Yet to be stable and sustainable, this support must be institutionalized.

To reach the systemic objective of integration, it is essential that RED NOSES collaborate with institutions and relevant networks to promote **greater awareness of the benefits for primary audiences of arts, humour and play**. Clown artists raise awareness through targeted workshops and seminars, as well as informal modelling and exchange, while RED NOSES works with partners to add to the evidence base and share key learnings. Numerous studies have demonstrated the positive impact of arts, humour and play, but this evidence must be more widely shared and understood. By working together, we can help our partners use the knowledge available to create environments in which vulnerable audiences receive adequate psychosocial support.



More Social Inclusion

Pathway Two

The art of clowning is grounded in person-centred interactions that see each person as an individual with unique needs and preferences. In an encounter with healthcare clowning, primary and extended audiences have the opportunity to **connect on an individual, human level**. Humour and play are powerful tools of connection. The clown's use of music, rhythm, and other non-verbal tools enable connection with people who do not use words to express themselves.

As a result of an experience of clowning, our primary audiences often find it easier to **form more engaged, cooperative, and meaningful connections** to others in their environment. Clowning invites active participation, engagement and connection not only with each individual, but also between each other and with the extended community.

We help families and professionals support these connections by helping them adopt **more playful and creative communication skills**. While we do not train our audiences to become clowns, we can share tools and principles of the art of clowning to help our expanded audience find new ways to connect with their loved ones and the people in their care.

To ensure that our primary audiences have the chance to form meaningful connections and be a part of inclusive communities, we must acknowledge various intersectional barriers that prevent them from participating in cultural and artistic experiences. To that end, RED NOSES collaborates with diverse audiences, artists, and partners, with the aim of promoting **greater awareness of approaches that reduce barriers for primary audiences to participate in arts, humour and play**. We are not the experts on other people's lived experiences; the only way to ensure inclusion is through approaches in which we include the voices of our audiences and co-create interventions together.

As a result of this collaboration, RED NOSES aims to contribute to our systemic goal that **artistic, humorous, and playful activities are designed to be inclusive of diverse lived experiences**. By encouraging and participating in co-creation processes, RED NOSES helps ensure that everyone in the community can share the benefits of art, humour, and play.



More Creative Empowerment

Pathway Three


The first gift a clown offers is a change in focus. While our primary audiences may be preoccupied with their challenges or coping with them by disengaging from their surroundings, healthcare clowns encourage audiences to **engage in creative and humorous play**. Clowns actively invite their audience to take the lead. In the improvised interaction, audiences have the possibility of experiencing their self-agency as they actively shape the play. Through the foolishness of the clown, audiences can take the role of being knowledgeable and in charge, deconstructing usual hierarchies and therefore experiencing **more self-confidence**. This experience of self-confidence can contribute to creative empowerment, a state in which people continue to feel confident and inspired to take their own creative actions.



We cannot promote the creative empowerment of our primary audiences while neglecting the empowerment of the people who work for RED NOSES and other artistic organisations. Artists and cultural professionals face unique challenges. Without adequate psychosocial support for themselves, they cannot continue to support others. The artistic and cultural fields are often financially unstable and create an uncertain livelihood. As one of the world's largest healthcare clowning organisations, RED NOSES plays an important role in ensuring that **people working in the field of arts for health receive the support they need to be able to meet the needs of their audiences**.

With this systemic goal in view, we collaborate with artists, cultural professionals and relevant networks to promote **greater awareness of the importance of quality standards of education, psychosocial support and employment conditions for people working in the field of arts for health**. By promoting robust support systems for artists and cultural professionals, we contribute to the sustainability and impact of their work.

How to Use this Framework



With eleven partner offices in different countries and a core international team, RED NOSES spreads and shares the power of laughter across the globe. How does the Framework of Change support us in our mission?

1. Clarifies the WHY of our work. This clarity aligns the organisation and gives a deeper look into the logic of how RED NOSES creates change.

2. Provides a basis for measurement and reflection. The outcomes and objectives of the Framework serve as a guide for formal evaluations, continuous learning processes, and group-wide monitoring.

3. Inspire and guide creative development. As we continue to interrogate how well we are meeting the problems of our primary audiences, we can identify gaps and opportunities to deepen and multiply our impact.

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RED NOSES
In Laughter there is Hope