



**RED NOSES**  
**CLOWNDOCTORS**  
International



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Our Framework of **CHANGE**



# Foreword



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*Over the past 25 years, we experienced our impact on our beneficiaries every day. We see the immense joy RED NOSES clowns bring and how they touch people's lives. We also collected a lot of evidence during these years, through scientific studies and internal evaluations, but there is still so much more to learn. We want to know more about the needs of our beneficiaries and how RED NOSES clowns affect them. We want to truly understand what change we enable in our beneficiaries, in institutions, and in over-arching social systems.*

*The Framework of Change sets out the theories that underpin our work, so that they can be questioned and improved. In this way, the Framework will be the basis of further research, monitoring and evaluation within RED NOSES. We are dedicated to critical thinking and to collecting more and more evidence that describes and confirms our impact.*

*RED NOSES is committed to taking our work to the next level. We are happy you are part of this journey.*



**Monica Culen**  
Founder and CEO of RED NOSES



**Giora Seeliger**  
Founder and Artistic Director of RED NOSES

# Our Framework of **CHANGE**

## A theory of change for RED NOSES



Our Framework of Change identifies the need we see in the world and describes our goal of how we want the world to look instead. These two poles – the NEED and our GOAL – together create the ‘why’ that drives all of our individual programs. It also includes a list of our stakeholders, as the essential partners in reaching our goals.

The Framework was initiated through workshops and working groups within RED NOSES, and finalized based on input from a survey completed by each RED NOSES Partner Office. Evidence for the Framework was also collected from interviews, focus group discussions, program evaluations, and scientific studies.

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# 1. Needs of our Target Groups

RED NOSES targets all people in need of joy. Target groups include:

- Children in hospitals
- Children in medical care (outside hospital)
- Children with disabilities
- Children in crisis situations
- Seniors in nursing homes
- Parents and other family members
- Care Providers\*
- Other people in need

*\* We understand care providers as anyone who provides support to vulnerable people in an institutional or organizational setting, including volunteers, teachers, aid workers, and other staff who help keep the institution running. This also includes students who plan to become care providers.*

Each of these groups is unique, yet they also share common problems.



## Social Disconnection

The people in need targeted by RED NOSES struggle with loneliness and exclusion. They are often, temporarily or long-term, separated from friends or family and have a need for empathetic, individual attention. Even care providers are affected, as they often lack appreciation and acknowledgment for their work.

## Painful Emotions

RED NOSES works with people that suffer from an excess of painful emotions, especially stress, fear, and anxiety. While these emotions are not bad or wrong in them-selves, if they become chronic and excessive, they damage health and emotional well-being.

## Challenging Environments

The environment of a hospital, a senior home, or a crisis situation is often uncondusive to mental health. The children and elderly in these environments suffer from boredom and monotony. Parents can feel overwhelmed, while care providers struggle from staff shortages and excessive pressure to perform.

## 2. Impact of our Work

„People in need of joy are better able to **reconnect** to themselves, each other and the beauty of all human emotions.“





## Ultimate Impact Goal

The ultimate impact goal of all RED NOSES work is that people in need of joy are better able to reconnect to themselves, each other, and the beauty of all human emotions.

Towards that end, RED NOSES has three main objectives, which align with the primary problems identified in our target groups. As a result of RED NOSES' work, people in need should benefit from ...

- Higher emotional well-being
- Greater social inclusion
- More supportive environments



All the other levels of impact aim towards achieving these three objectives and the ultimate impact goal.

## Immediate Impact on People in Need of Joy

Clowns deliver their artistic formats to people in need, which includes children in hospitals, children with disabilities, children in crisis, families of these children, and elderly people.

During these interventions, these people in need ...

- Switch their focus to humorous play
- Receive individual attention
- See their unique talents celebrated



As an immediate effect, these experiences cause the people in need to have ...

- Improved attention and energy
- More empathetic interactions
- More access to humorous play
- More pleasurable emotions
- Less painful emotions



## Long-Term Impact on People in Need of Joy

We hypothesize that the long-term impact of these encounters for people in need is ...

- More positive memories
- Improved self-image
- Strengthened ability to cope with difficulties

## Immediate Impact on Care Providers

Clowns influence care providers through their teamwork together while the clown is delivering artistic formats, as well as through specially designed trainings.

**The immediate impact of this influence – during an artistic format or directly after a training – is that the care providers have...**



- Improved cooperation with people in need
- Improved cooperation with clowns
- Improved cooperation with colleagues
- More pleasurable emotions
- Less painful emotions
- Greater understanding of the positive impact of humour and art on people in need

By increasing the wellbeing of children and other people in need, clowns help the care providers achieve their own goals. The impact on care providers also creates a positive feedback loop. As the care providers feel better, so do the people in need, making them easier to work with, which in turn improves the moods of the care providers even more.

## Immediate Impact on **Decision Makers**

Advocacy and research are aimed at decision makers, such as hospital directors and government ministers of health and culture, as well as in communities and families.

**As an immediate result, these decision makers, like the care providers, also acquire...**

- Greater understanding of the positive impact of humour and art on people in need

## **Institutional Impact**

In the long-term, care providers change their behaviour, which leads to changes at the institutional level. Decision makers also influence institutions, so advocacy and research contributes to these institutional changes as well.



**Care providers transform their institutions by demonstrating ...**

- Increased use of humour and art with people in need
- More empathetic interactions with people in need
- More efficiency and success in work with people in need

## **Systemic Impact**

**Decision makers contribute to impact at the systemic level, leading to the long-term social shift of...**

- Greater support for access to humour and art for people in need
- Greater support for empathetic interactions with people in need
- Greater access to humour and art for people in need
- Greater access to empathetic interactions for people in need



## 2. Our Stakeholders

RED NOSES cannot reach the impact described above on its own. A range of further stakeholders work together with RED NOSES in mutually beneficial partnerships.

### Medical and Social Care Providers – Institutional Level

RED NOSES works together with health and social institutions, directors and department heads, medical and non-medical staff, psychologists, medical chambers, and institutions of higher education. Through their open cooperation, RED NOSES has access to beneficiaries and the space and permission to deliver our artistic formats. In return, RED NOSES provides training and uses humour to support and facilitate their own work.



### Medical and Social Care Providers – Systemic Level

At a higher sphere of influence, RED NOSES works with medical associations, health clusters, health insurance providers, and governmental institutions such as ministries and local agencies of health, culture, and social welfare. In return, RED NOSES provides expertise and research on the importance of humour in medical and social care.

### People in Need of Joy

The people in need of joy targeted by RED NOSES are essential partners in our work. Without their acceptance and trust, no change is possible.

## Financial Supporters

RED NOSES' work is enabled by the support of individual donors, grant-giving bodies, and the private sector. They support RED NOSES with their acceptance and positive attitude towards our work, while RED NOSES offers them a positive image, a better understanding of healthcare clowning, and support of corporate social responsibility activities.

## Non-Profit and Creative Sector

RED NOSES benefits from the cooperation with other non-governmental and non-profit organisations, cultural institutions, theatres, and other clown healthcare organizations and in return shares skills and expertise.

## Awareness and Advocacy Partners

Media, artists, renowned influencers, researchers, and festival managers enhance the visibility and understanding of humour as a humanitarian tool. In return, RED NOSES provides moving stories, professional field experience, and access to research areas.

## RED NOSES International Group

Each RED NOSES partner office benefits from the uniquely international team of the RED NOSES Group, so that it is in ongoing cooperation with the General Assembly, the RNI board, local boards, other partner offices and the international office, local office teams, supervisors, subcontractors such as trainers and photographers, volunteers, and of course the clowns themselves. Through close and respectful cooperation, partner offices work with one another and the international office by supporting and inspiring new ideas, exchanging models of best practice, and expanding local visions internationally.

