



RED NOSES
CLOWNDOCTORS
International

Photo: CRVENI NOSOVI Klounovidoktori



RED NOSES STRATEGY OVERVIEW

2021-2025

RED NOSES Clowndoctors International



Photo: Anna Olejnik

The power of humour in a turbulent world

The importance of mental health services and the need to integrate psychosocial interventions into the daily routine of medical and social institutions has been getting a lot of recognition by medical professionals for the past couple of years.

It became evident that humour is a powerful and an indispensable tool for strengthening resilience in the face of stress or trauma. This in return created an even greater demand on the services of RED NOSES; not only for the various groups within the healthcare environment, but also among other vulnerable groups in other sectors.

Providing a wide range of artistic programmes and formats, RED NOSES is the biggest Healthcare Clowning organisation worldwide reaching out to hospitalised children, senior citizens, medical staff, aid workers, refugees, as well as children and youth with disabilities. With more than 430 professional healthcare clowns in the field, **RED NOSES contributes on daily basis to the concept of health promotion.**



Photo: Radvile Juozapaityte



Photo: RDEČI NOSKI

Strategic Objectives

2021-2025

We stand now together as a group with another 5 years in front of us where we would like to move forward collectively and expand our mission to reach more people in need. We are ready to create an optimistic future where RED NOSES is actively taking a leading role in growing the Healthcare Clowning Movement, where our work in the healthcare sector becomes truly indispensable and where RED NOSES is bringing itself into a position to boost the change that we want to see in the world!

Therefore, over the next 5 years, we wish to develop and expand our programmes to better understand and meet the needs of our beneficiaries on the individual, the institutional and the systemic level. We want to strengthen our international organisation and develop our artistic quality further in order to reach more beneficiaries in an even deeper quality. We also would like to advance our knowledge and evidence base as well as advocate for the healthcare clowning profession.



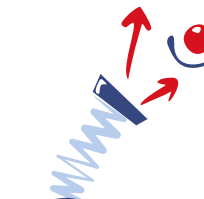
Photo: ROTE NASEN Clowndoctors

GROW AND ANCHOR OUR PROGRAMME WORK



1

EMPOWER OUR INTERNATIONAL ORGANISATION AS A SPRINGBOARD FUTURE DEVELOPMENT AND GROWTH



2

GROW THE HEALTHCARE CLOWNING MOVEMENT



3



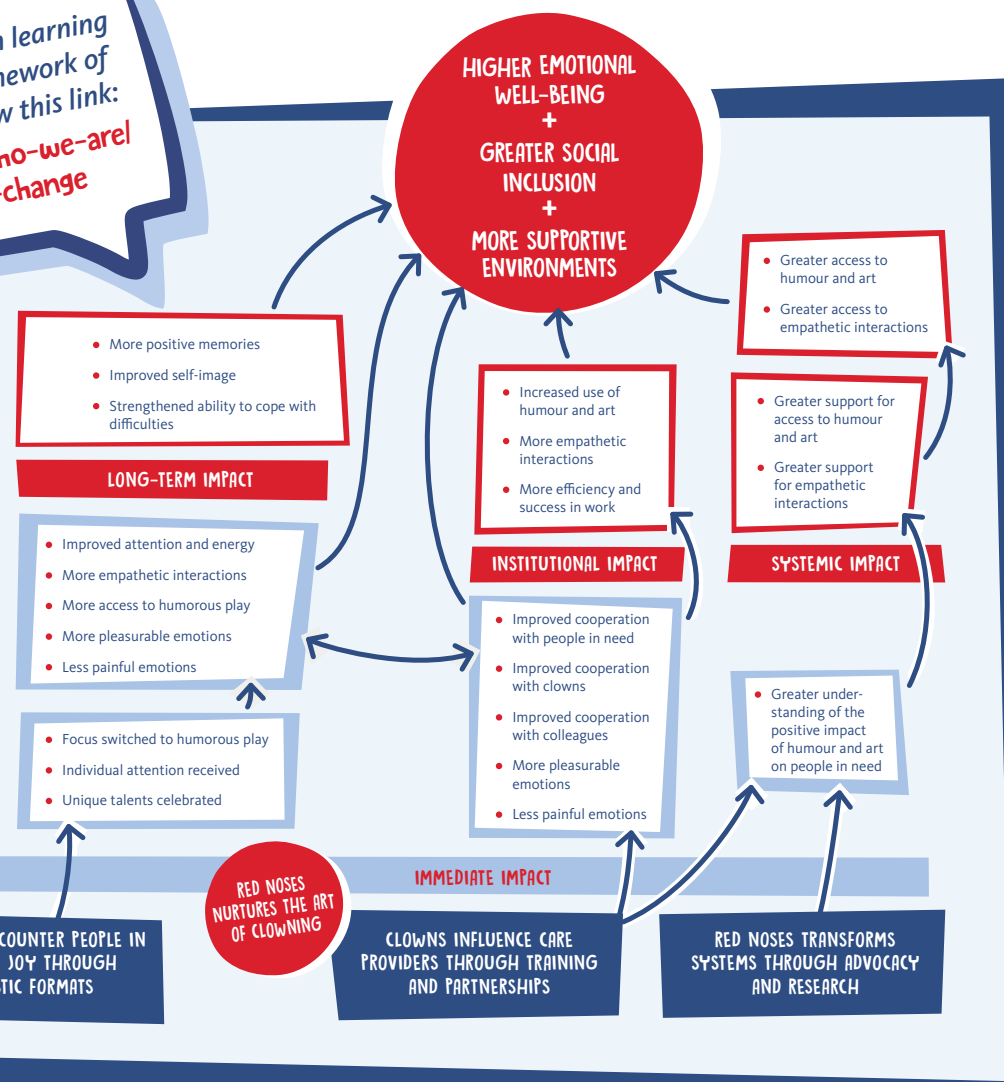
Grow and anchor

our programme work

Throughout the past 25 years, we gathered a lot of knowledge, experience and tools to strengthen our position as a key promotor for the power of humour for mental health and wellbeing. Our big ambitions are driven by our **Framework of Change**, which is our guidance in making the world a better place and achieve our ultimate goal: **people in need of joy are better able to reconnect to themselves, each other, and the beauty of all human emotions.**

Our programmes and growth are bridging the gap between the **need** we see in the world and the **goal** of how we want the world to look instead. By meeting the needs of our target groups on the individual, institutional and systemic level, we can achieve our impact goals. The framework also acknowledges our stakeholders, as the essential partners in reaching our targets. For the upcoming years, this framework of change is the foundation for our work and for our strategy 2025.

If you are interested in learning more about our Framework of Change, please follow this link: www.rednoses.eu/who-we-are/our-theory-of-change



1.1 IMPROVE AND DEEPEN OUR WORK IN THE HEALTHCARE SECTOR

Working closely and together with medical professionals to make healthcare clowning an integrated and indispensable part of the daily hospital routine.

- Stable presence in hospitals through regular bedside services.
- Expand clown interventions around essential hospital procedures.
- Expand humour workshops for healthcare professionals.

1.2 INNOVATE WAYS TO CONNECT FOR INCLUSION

Exploring innovative ways to include seniors and people with disabilities.

- Gather knowledge about the impact of humour on these vulnerable groups.
- Create new formats for these vulnerable groups.
- Support self-empowerment and more inclusion for vulnerable groups.

1.3 EXPAND OUR WORK IN THE HUMANITARIAN AID SECTOR

Enlarge and increase the impact of our crisis intervention programme Emergency Smile.

- Double the number of missions.
- Improve and strengthen the internal systems.
- Expand strategic partnerships with humanitarian players.

2

Strategic Objective

Empower our international organisation as a
springboard for future development & growth

2.1

CONSOLIDATE AND GROW OUR ARTISTIC QUALITY

Grow the team of professionally educated healthcare clowns.

- Improve the recruitment system and talent management for upcoming artists.
- Provide continuous learning and development for experienced artists.
- Maintain and further develop our artistic quality.

2.2

EMBRACE OUR COMMON RED NOSES IDENTITY

Grow stronger as an international diverse group.

- Strengthen the brand identity.
- Promote a common spirit.
- Exploit the power of our diversity.

2.3

BOOST OUR RESILIENCE & AGILITY

Empower the community to collaborate and use common resources effectively.

- Build a strong culture for constant learning.
- Create resilient systems and procedures.
- Increase the financial resilience.

Strategic Objective

3

Grow the

Healthcare Clowning Movement

3.1

ADVANCE KNOWLEDGE OF THE IMPACT OF HEALTHCARE CLOWNING

Collect scientific evidence to learn more about our impact.

- Impact of arts on emotional well-being, social inclusion and supportive environments.
- Research in Healthcare Clowning.
- Sharing our knowledge on the impact of healthcare clowning.

3.2

GROW OUR CONTRIBUTION TO THE HEALTHCARE CLOWNING PROFESSION

Close connection with other healthcare clowning organisation and the art sector itself.

- Develop the quality standards and systems.
- Promote joint actions and outreach.
- Keep an eye on the necessary artistic autonomy and balance it wisely with the ambition to become indispensable.

3.3

MOBILISE SUPPORT FOR HEALTHCARE CLOWNING

Promote the benefits of healthcare clowning on mental health and well-being.

- Identify areas of leverage.
- Sharpen the advocacy messages.
- Promote high level advocacy.

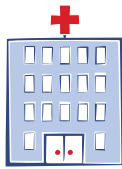
RED NOSES

Facts and Figures



569,616

young and elderly
patients



676

medical and social
institutions

RED NOSES has gradually evolved into one of the leading groups in its field of work, not only setting benchmarks in both artistic performances and professional structure, but also by reaching the greatest number of beneficiaries.



11

countries of operation



18,451

clown visits



437

professionally
trained clowns



25+

years of expertise

RED NOSES

Group



Germany

Czech Republic

Slovenia

Croatia

Austria

Hungary

Poland

Lithuania

Slovakia

Palestine

Jordan

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