

# BEYOND ENTERTAINMENT: CLOWNING AS A STRATEGY FOR EMOTIONAL WELL-BEING

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## Institutional Overview

Fundación Doctora Clown has more than 28 years of experience implementing laughter therapy interventions in contexts of social vulnerability, primarily within hospital settings. By 2030, the organization aims to become a national reference in emotional well-being and mental health. Since its inception, all programs and initiatives have been oriented toward strengthening emotional care and the humanization of healthcare services.

## Strategic Lines of Action

- Clown Training School
- Volunteer Program
- Social Projects
- Corporate Services
- Clown Store



## Clown Training School

Four-month training cycles focused on artistic skills development and clown character creation.

## Volunteer Program

Over 10,000 trained volunteers and more than 150 active volunteers nationwide across three categories:

**Expert Volunteers:** Professionals who contribute their expertise to strengthen the organization.

**Doctor Clown Volunteers:** Professionals who perform hospital- and foundation-based laughter therapy interventions.

**Skater Volunteers:** Support audiovisual documentation of Laughter Therapy sessions and monitor impact indicators.

## Social Projects

Design and implementation of projects focused on mental health promotion and prevention, the use of technology to strengthen hospital clown practice, and sexual and reproductive rights education.

## Corporate Services

Laughter-based spa experiences, organizational strengthening sessions [communication, leadership, corporate happiness, sexual and reproductive rights education], and educational theatrical outreach through informative sketches.

## Clown Store

Sale of purpose-driven products that support the sustainability of Laughter Therapy programs, including the production and international distribution of red clown noses.

## Featured Event “Noses without borders latam”

A regional gathering aimed at strengthening the Latin American hospital clown community through dialogue, knowledge exchange, and collaborative action. The event brought together 13 organizations and enabled virtual participation from Mexico, Colombia, Ecuador, Venezuela, Panama, the Dominican Republic, Puerto Rico, and Guatemala, fostering strategic partnerships and mutual support across borders.

