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| **Approach based on a deficits framework** page2image1264503456 | **Approach based on a community framework** page2image1264508592 |
| Objective: fewer lonely people | Objective: communities in which people care for one another and in which everyone is seen as part of the community |
| Aimed at decreasing lonelinesspage2image1264529712 | Aimed at increasing happiness, a sense of community, and resilient, strong, open local communities |
| Focus on the problem: Minister of Loneliness (GB)page2image1264546240 | Focus on perspective: Alderman of Happiness (Schagen municipality) |
| Lonely people as the target audiencepage2image1264559056page2image1264560400 | Local residents as the target audience |
| Lonely people need to be helped – The non-lonely people help the lonely ones | Everyone in a community has something unique to offer to that community. People’s own lives and community life as a whole are enriched when different types of people are able to play their part, switching between roles and between being the helper and the person being helped. |
| Efforts revolve around the main objective: loneliness is seen as a problem and attempts are made to track down the Lonely Onespage2image1262737808 | Meandering, looking for and effecting a sense of community within neighbourhoods, finding people who serve as connectors and people who have things in common with one another |
| Temporary: interventions, consisting of projects, programmes, campaigns, calls to action | Permanent. Contributions are geared towards people’s daily lives and life within the community and are fine- tuned accordingly.page2image1304512160 |
| Loneliness is seen as a personal problem of individual people, that can be solved by deploying the right expertise | Loneliness is seen as a collective problem to be handled by local residents, without the involvement of professionals |
| Actors: professionals/counsellors, municipalities and social organisations are the most important players in the field | Actors: neighbours, friends, including people who feel lonely, and local entrepreneurs are the most important players in the field. Local professionals and people from outsider the neighbourhood form a second line of defence. |
| For these kinds of approaches, the target audience usually does not play an active role in the project, but serves only as the object being acted upon | Everyone is an actor within this approach, including the people who feel lonely |