****

**Child-friendly Accountability Toolbox – Module 9, p. 101**

**Deciding on a medium chart**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Optional mediums | Appeal to target audience and influencers | Potential short-term impact | Potential long-term impact | Time requirements | Human resource requirements | Cost |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |