



### Key Approach Table

Key Approach:	Intended Audience	Communication Objective
Criteria	Meets this Criteria (Y/N)	
1. Matches the identified motivational barrier		
2. Is appropriate for the level of complexity of the barrier		
3. Is appropriate for the level of sensitivity of the barrier		
4. Matches audience literacy level		
5. Meets reach requirements for Audience		
6. Is within program budget		
7. Is an acceptable approach to the intended audience		
8. Technology and innovation level is appropriate		