This week’s lecture and readings discussed communication, and last week reviewed program evaluation. Both topic areas are relevant to this week’s discussion assignment, which focuses on the case study *Red Tide and Red Ink in Escambia County, Florida*. The case encompasses issues of communication in public health and evaluation of the effectiveness of decisions and of potential alternatives. While the case was written more than a decade ago, it remains a timely topic in Florida, as evidenced by the two health advisory notices from 2005 and 2007. Begin by reading the case and the advisory notices, and then follow the instructions below.

**Instructions:**

i. Each student is expected to make two postings: an initial posting (2 points) and a response to another student’s posting (1 point).

ii. In an initial posting, each student should write a paragraph that succinctly responds to one of the case analysis issues provided below, using an analytic framework (content) from the lectures and/or readings on Communication, Program Evaluation, Planning and/or Marketing. Students should choose issues, such that all seven are addressed by at least one student in your group.

iii. In your second posting, you should respond to a student and critique their assessment, adding either new or additional information or perspective.

**Case Analysis Issues:**

1. Evaluate the local economic impact of health department decisions.

2. Compare and contrast the environmental impact of alternative local health department decisions.

3. Assimilate and critically evaluate complex information and determine its relevance for public health leadership decision making.

4. Identify alternatives for increasing awareness among the public in an effort to decrease misinformation concerning possible public health interventions.

5. Identify the various stakeholders who are affected by this incident and to estimate the benefits and harms that may accrue to each.

6. Generate multiple solutions and consider the costs and benefits of each for the health department’s various stakeholders.

7. Recognize and articulate the moral or ethical issues that arise from their recommendations.