Crisis and Response in Public Health Policy and Practice
Assignment Description

**Paper topic for feedback. Submit by Thursday, January 30.**
Upload to the Dropbox a document that states:
(1) the name of the crisis to be studied
(2) name of the agency managing the crisis
(3) a 1 paragraph description of the crisis

The crises to be studied should (1) have taken place since 1900, (2) be resolved before the start of this class, and (3) have a government body (e.g., FDA, CDC, Chinese Ministry of Health, San Francisco Department of Public Health) at the center of the action (i.e., playing a role in the response).

This assignment is not graded. By Tuesday, February 4, we will either approve the paper topic or provide direction for revising the topic prior to approval.

**Paper 1. Paper of 5-7 double spaced pages with 1-inch margins and 12-pt font**
*Due Tuesday, February 18.*
This paper should include a description of the crisis and analysis of the response. You can organize the paper however you would like, but be sure to include:

1) A historical summary of the crisis, with an emphasis on the agency’s interest in the crisis
   a. Description of background context
   b. Clear and accurate timeline of the crisis and factors that sparked public perception of crisis
   c. Discussion of one or two critical moments during the crisis that essentially determined the nature of the crisis and the response
2) Analysis of the response
   a. How did the agency react to the crisis (both in substance and approach)?
   b. How was the agency perceived during the crisis?
   c. How did agency officials or others use this crisis to make lasting change?

**Paper 2. Paper of 5-7 double spaced pages with 1-inch margins and 12-pt font**
*Due Thursday, March 5.*
This paper will make recommendations for how the crisis could have been better handled by focusing on the critical moments discussed in the first paper. The alternative paths should be justified based on historical examples or management elements discussed in class.

Students will have the option, in lieu of submitting the second paper, of uploading a 3-minute video in which the student is briefing a senior leader on how to handle the crisis better.

(Optional) Video Instructions
Videos should be no more than 3 minutes long. There will be a demonstration after class the week before the paper/video is due for anyone who needs help navigating the VoiceThread site.