



## Gun Violence Prevention Challenge Summit & Hack-a-thon

April 13 – 15, 2018 | Boston, Massachusetts



Julia Cartwright has over 25 years of cause-related communications and public affairs expertise. As Associate Dean of Communications, Promotion and Public Affairs at New York University's (NYU) College of Global Public Health (GPH), she is leading efforts to establish and maintain an international presence for this pioneering inter-disciplinary college whose mission is to reinvent the public health paradigm. By harnessing approaches that encourage innovation and social entrepreneurship, NYU GPH aims to engage NYU's world class faculty and students in the ambitious goal of reimagining game-changing solutions to the world's most pressing health problems.

Prior to joining NYU, for twelve years Ms. Cartwright spearheaded the American Legacy Foundation's award-winning initiatives, leading a team of seasoned communications professionals devoted to raising public awareness about the deadly toll tobacco takes on our nation's public health. She led traditional and digital earned media and crisis communications strategy and execution for Legacy, including promotional activities that supported and amplified the foundation's ground-breaking **truth**<sup>®</sup> campaign and multi-channel smoking cessation campaigns like **EX**<sup>®</sup>.

She joined Legacy in 2002, following 18 years with the National Center for Missing & Exploited Children (NCMEC). There she helped to create, launch and promote numerous national public education campaigns to safeguard children including such iconic efforts as the Milk Carton campaign to the national expansion of the *Amber Alert*.

Ms. Cartwright is a frequent speaker, blogger and presenter on health and cause-related communications.