



Columbia University
MAILMAN SCHOOL
OF PUBLIC HEALTH

AT THE FRONTLINE

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Learning from Leaders Presents: Wrapping the City in Latex-The New York City Condom Initiative

Geoffrey Cowley, associate commissioner for communications at the NYC Department of Health and Mental Hygiene, will discuss the Health Department's 2007 cutting-edge campaign to increase New Yorkers' condom awareness and use, as well as the Valentine's Day 2008 unveiling of the redesigned NYC Condom. Cowley will provide insight into the comprehensive branding and marketing strategy behind the campaign, one of the largest and most successful of its kind.

This event will take place on Wednesday, February 20 in Hess Student Commons from 4:00 to 5:30 pm. Please RSVP at: <http://www.mailman.hs.columbia.edu/rsvp>