

2010 Update

Faye L. Wong, MPH
Chief, Program Services Branch (PSB)
Division of Cancer Prevention and Control (DCPC)
Centers for Disease Control & Prevention (CDC)

Faye L. Wong, MPH, has been at CDC for over 25 years and worked in several divisions within the National Center for Chronic Disease Prevention and Health Promotion. Since January, 2007, she has been Chief of the Program Services Branch in the Division of Cancer Prevention and Control. In this position, Ms. Wong provides leadership direction and manages the National Breast and Cervical Cancer Early Detection Program which provides screening for low income, under- and uninsured women in all 50 states, DC, 12 tribes/tribal organizations, and 5 US territories. Ms. Wong was on the original management team that helped to establish this national screening program when it was first funded by Congress in 1990. In late Spring 2009, CDC's new Colorectal Cancer Control Program was added to the branch portfolio of responsibilities; 22 states and 4 tribe/tribal organizations have been awarded funding. Ms. Wong provides strategic leadership within DCPC to address national health reform and the potential changing role for public health and screening programs.

Just prior to returning to DCPC, Ms. Wong was director of the CDC's VERB™ Campaign for six years. This award winning national paid media campaign was based on social marketing principles and aimed to increase physical activity among tweens (youth 9-13 years). The campaign was highly successful in doing so through using a branding approach that presented physical activity to tweens as fun, about exploration and discovery, and being with friends. Before the VERB Campaign, Ms. Wong was director of the National Diabetes Education Program (NDEP), a jointly sponsored program of the CDC and NIH. She provided the strategic leadership to conceptualize and establish the partnership-based model of the NDEP which has served the program well for a decade.

Ms. Wong has had a long career in public health at the Federal (CDC), State (OR) and local (rural - Flagstaff, AZ; inner city - Detroit, MI) level in particular in the creation, growth, and management of new programs and media campaigns. She has developed and managed programs in maternal and child health nutrition, school nutrition, chronic disease nutrition, pediatric and pregnancy nutrition surveillance, the early detection of breast and cervical cancer, colorectal cancer control, comprehensive cancer control, media campaigns (youth physical activity, diabetes control), and other areas of public health. Ms. Wong has given numerous presentations on these and other topics at a wide range of professional meetings nationally.

In addition, Ms. Wong was President of the American Public Health Association in 2001-2002. She was the first Asian American and public health nutritionist to hold this prestigious position of national public health leadership.