



FAYE WONG

Director, VERB Campaign

Centers for Disease Control and Prevention

Faye L. Wong, M.P.H., R.D., is currently the Director of the Centers for Disease Control and Prevention's (CDC's) Youth Media Campaign, "VERB™, It's what you do." This national paid media campaign aims to increase and maintain physical activity among tweens (youth 9-13 years).

Ms. Wong oversees all components of the campaign, bridging the public health and marketing worlds. Since its launch in June 2002, the campaign has already won several prestigious awards - the CDC Honors Award and several industry awards including three Kid Power Awards and a PROMO-PRO Award.

Just prior to this position, Ms. Wong was Director of the National Diabetes Education Program (NDEP) for CDC. In that capacity, she created the NDEP's "Control your Diabetes. For Life." campaigns and the program's national partnership network in collaboration with the National Institutes of Diabetes, Digestive and Kidney Diseases (NIDDK). The NDEP's campaign won over a dozen industry awards, the DHHS Secretary's Award for Distinguished Services, and the CDC/ATSDR Honors Award during her tenure with the program.

Ms. Wong has had a 30-year career in public health at the Federal, State and local levels especially in the development of new programs and media campaigns. She has developed 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, comprehensive cancer control, media campaigns (physical activity, diabetes control), and other areas. Ms. Wong has given numerous presentations on these and other topics at a wide range of professional meetings.

In addition, Ms. Wong is Past President of the American Public Health Association. She was the first Asian American and public health nutritionist to hold this prestigious position of leadership.