



**Heidi Hennick-Kaminski, Ph.D.**

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Heidi Hennick-Kaminski joined the faculty of the School of Media and Journalism at the University of North Carolina at Chapel Hill in 2006. She teaches marketing, strategic communication, and social marketing courses and also serves as the senior associate dean for graduate studies.

Her research focuses on interdisciplinary health communication with an emphasis on the social marketing approach to promote healthy behavioral changes among individuals and communities. This work involves conducting formative research with target audiences to understand the health behavior issue at hand from their perspective, which in turns informs the development and testing of theoretically-based messages and intervention platforms. Interventions are then evaluated upon conclusion.

Hennick-Kaminski's research has been funded by the Centers for Disease Control and Prevention, the National Institutes of Health's National Center for Advancing Translational Sciences, The Doris Duke Charitable Foundation, and the Blue Cross Blue Shield Foundation of North Carolina. She also serves as a Core Faculty member of the Injury Prevention Research Center (IPRC) at UNC-Chapel Hill.

Prior to academia, Hennick-Kaminski accumulated 15 years of professional experience in senior marketing communications roles in both corporate and agency positions. She has authored book chapters on telecommunications marketing and transnational advertising and has published in *Science Communication*, *Social Marketing Quarterly*; the *Journal of Current Issues and Research in Advertising*; *Journalism and Mass Communication Quarterly*; *Sexuality and Culture*; and *Health, Culture and Society*.

Hennick-Kaminski is a recipient of UNC School of Media and Journalism's David Brinkley Teaching Excellence Award and the Edward Vick Prize for Innovation in Teaching. She received her Ph.D. from the University of Georgia, her M.A. from Western Michigan University, and her B.A. from the University