



Heidi Hennink-Kaminski, Ph.D.

*Senior Associate
Dean for Graduate
Studies & Associate
Professor, UNC
School of Media and
Journalism*

Heidi Hennink-Kaminski joined the faculty in 2006. She teaches marketing, social marketing, and strategic communication 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 behaviors among individuals and communities. This work involves conducting formative research with target audiences to understand the health behavior issue from their perspective, which in turns informs the development and testing of theoretically-based messages and intervention platforms. Interventions are evaluated upon conclusion.

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

Prior to academia, Hennink-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; Contemporary Clinical Trials, the Journal of Current Issues and Research in Advertising; Journalism and Mass Communication Quarterly; Obesity Reviews, Sexuality and Culture; and Health, Culture and Society.

Hennink-Kaminski is a recipient of school's David Brinkley Teaching Excellence Award and the Edward Vick Prize for Innovation in Teaching.

Education

- Ph.D., University of Georgia
- M.A., Western Michigan University
- B.A., University of Michigan