

## 2004 AAPHD Public Service Award: Rob Reiner

Presented by William R. Maas, DDS, MPH

The AAPHD Public Service Award is presented to an individual in recognition of substantial contributions to affect public policies or other actions related to improving the oral health of the public. This year's recipient is Mr. Rob Reiner. Mr. Reiner is a principal and cofounder of Castle Rock Entertainment. In addition to directing feature films, he is involved in all phases of Castle Rock's creative activities.

Prior to his directorial debut, Mr. Reiner acted in many television shows and feature films and wrote for the Smothers Brothers Comedy Hour. It

was, however, his Emmy Award-winning portrayal of Michael Stivic, the son-in-law of Archie Bunker in the hit series "All in the Family," that made him a household name.

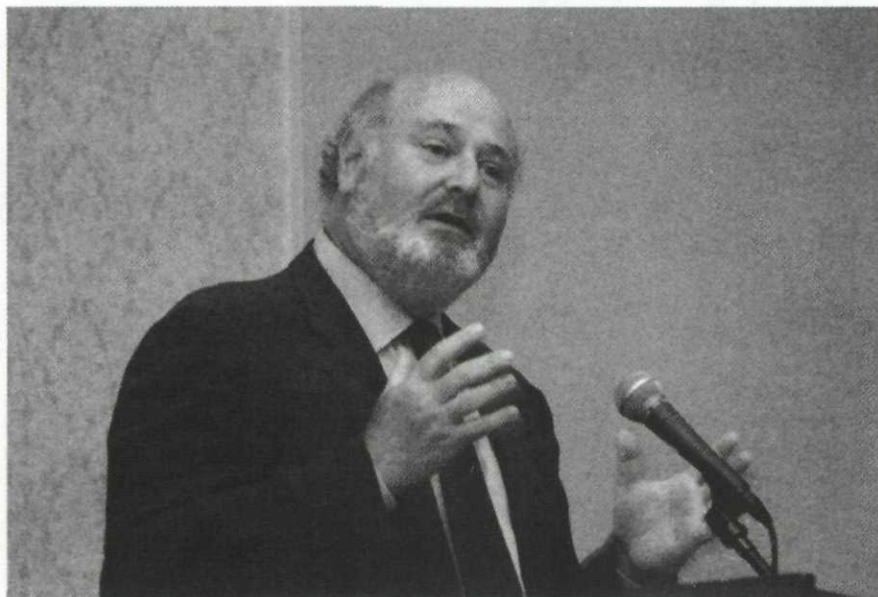
At Castle Rock, he has directed many films of the kind you want to see more than once, including "When Harry Met Sally" and "A Few Good Men." His acting credits are also extensive. However, AAPHD's recognition of Mr. Reiner relates to his activities to promote children's health.

In 1997 Mr. Reiner, his wife, Michele Singer Reiner, and Ellen Gilbert

formed the I Am Your Child Foundation and began a national public awareness and engagement campaign to communicate the importance of the prenatal period through the first three years of life. The campaign was launched with a White House conference on early brain development hosted by President Clinton and the First Lady, and an ABC prime-time special hosted by Tom Hanks, which Mr. Reiner coproduced, cowrote, and directed.

Mr. Reiner chaired the California Children and Families Initiative for the 1998 ballot, which voters passed to form the California Children and Families State Commission. The commission is working to implement a comprehensive, integrated program of early childhood development services. He was appointed chair of the commission by Governor Gray Davis. The commission has a new oral health initiative and has awarded the Dental Health Foundation and the California Dental Association Foundation \$7 million for programs to improve the oral health of young children.

It is an honor to recognize Mr. Reiner with AAPHD's Public Service Award, and we were delighted that he showed his appreciation for this award by closing the 2004 National Oral Health Conference by giving a presentation "When Public Health Meets Hollywood" and by taking many questions from conference attendees.



Rob Reiner

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