

Credits

The Children See Children Do campaign was developed pro bono at [DDB, Sydney](#), by creative director Matt Eastwood with creatives Charlie Cook and Simon Johnson, and agency producer Sean Ascroft.

Filming was directed by Sean Meehan at [Soma Films](#) who host [Children See Children Do as a 5.56 mb SWF video](#). See Soma Films' earlier work for NAPCAN -- [Don't Just Stand There](#).

Editing was done at Winning Post, who host [Children See Children Do as an 11.9 mb quicktime video](#).

NAPCAN worked with DDB to raise awareness of all adult Australians that responsibility for children's wellbeing goes beyond parents and child care professionals.

[Children's Guardian](#) were involved in filming to ensure that children were not exposed to harm in any way. The domestic violence had adults and children filmed separately then placed together in post production. The girl with the cigarette had her cigarette and smoke added to her shot in post production.

Soundtracks

There are two songs used in the NAPCAN ad. The Soma Films online version has "Rabbit in your headlights", sung by Thom Yorke for Unkle. The NAPCAN online version has a song, written and performed for the campaign, with the lyrics, "It looks like rain again today, dark clouds gather, fill the sky. Don't know how to talk to you, just know how to say goodbye."