



Interactive short film to deter adolescents from car theft

In recognising the states alarming car theft statistics, Constable Care Child Safety Foundation's youth brand, **Your Call** has today launched an interactive film called "Wreck" aimed at empowering and challenging young people's decision making and the consequences of those choices.

Developed to deter adolescent boys from crime, 'Wreck' is a thought-provoking new interactive film created to tackle the state's high rate of car theft carried out by juveniles in WA. Filmed from a first person perspective, it allows viewers to decide the destiny of the main character, by offering a series of choices which ultimately lead to different fates. The format has been proven successful with similar crime prevention campaigns **#emilywasted** and **Shirtfront** going viral both locally and nationally.

The hard-hitting and comprehensive campaign will launch via social media platforms Facebook, Tumblr and Twitter this week, but can also be seen through the yourcall.rocks website. The film is the third in the series for **Your Call** whose films previously tackled the youth social issues of alcohol abuse and violence. Each film is designed to be an immersive story that illustrates, in a relatable way to young audiences, the consequences of making the right or wrong decisions.

The Australian Institute of Criminology has found that education to prevent youth crime is most effective when it works across a teenager's social setting and alters the way young people think about an issue, by developing problem-solving and decision-making social competence skills¹.

David Gribble, CEO of Constable Care Child Safety Foundation states, "There is clearly a considerable need in WA for cost-effective crime prevention education and Wreck will reach a very large youth audience in a bid to convey an impactful message in a medium they are accepting and familiar with."

With statistics showing WA to unfortunately hold the highest rate of car theft of any state, the campaign is both timely and necessary.

The yourcall.rocks project has been funded by the Department of the Attorney General's Criminal Property Confiscation Grants Program, Lotterywest, the WA Screen Academy (ECU), and Perth based multimedia design agency, Red Tiki.

Click <http://wreck.org.au> to watch the film

Visit <http://www.yourcall.rocks/campaigns/wreck> for more information on the project.

References

¹ 2003, Australian Institute of Criminology, "What works in reducing young people's involvement in crime?"

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For further information on Your Call and their films please contact:

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Notes to editors

- Constable Care Child Safety Foundation is a registered harm prevention charity that delivers award winning safety education programs free of charge to school students throughout Western Australia.
- The Foundation continues to support the growing needs of children, youth and families by developing ongoing programs and products relevant to the challenges faced by our youth to ensure a safer, brighter future for those living in Western Australia.
- Constable Care Child Safety Foundation celebrated 25 years of service in 2014. It was established in 1989 by Sergeant Ross Pengilly and launched by WA Police.
- Free services provided include; Constable Care Pre-school to Year 6 educational puppet and actor shows, Theatrical Response Group interactive performances and intensive workshops for Years 7 to 12 and Comfort Packs for children in distress or at-risk youth.
- The Constable Care Child Safety Foundation also provides best practice, Lost Child Points – a meeting point service and a safe refuge for children, should they become separated from their parents or guardians at major events in WA.
- Constable Care Child Safety Foundation also hosts the Constable Care Child Safety Awards, an independent event created to celebrate the endeavours of individuals, communities, corporate organisations, emergency services professionals, local government or state government agencies and education programs, which protect children and young people from harm, and promote a safer Western Australia for our youngsters.