



**Final report to the Alameda County Fish and Game Commission for
2023 Fish and Wildlife Propagation Fund of Alameda County**

Submitted by California Invasive Plant Council (Cal-IPC) on December 14, 2023



*Corpsmembers help adjust light during filming.
Photo: Constance Taylor*

Cal-IPC was awarded a \$5,000 grant from the Alameda County Fish and Game Commission in the spring of 2023. We are pleased to present the final product and inform you of the successful completion of the proposed grant project, Civ Corps Conservation Awareness Program: Engagement & Training Video. For this project Cal-IPC worked in partnership with Oakland Civ Corps and Hip Hop for Change (HH4C) to engage Corpsmembers in the creation of a music video about site hygiene, to be used as an educational tool for other Corpsmembers as well as the public. Site hygiene refers to practices that reduce the spread of weeds and soil disease via human activity, and simple site hygiene actions can reduce the spread of unwanted organisms by up to 99%. In the music video and training, the primary site hygiene action focused on is cleaning tools and shoes using brushes and 70% isopropyl alcohol, which is a proven method to reduce the introduction of unwanted plants and soil pathogens. The final version of the music video, titled "Come Clean, Leave Clean (CCLC)" can be viewed here: <https://www.cal-ipc.org/cclc/>.

As stated in the application and project proposal, Cal-IPC held two workshops with Civ Corps and HH4C to (1) train Corpsmembers (ages 18-26 years old) about the importance of site hygiene and the impact of invasive plants and soil disease upon ecosystems and (2) create an educational music video with these same Corpsmembers. Involvement of Corpsmembers was voluntary and kept to a small number of participants.

The small number was so Corpsmembers could receive a high level of individualized coaching from HH4C and Cal-IPC staff for the music video creation. Five Corpsmembers volunteered for the project.

The full project, with the exception of video editing and mixing and mastering the final song, was completed during two 6-hour working sessions, held on September 7 & 8, 2023. On September 7, topics covered in the first part of the day were Hip Hop history, rhyme structure, beat making, and what site hygiene is and why it's important. During the second part of the day, Corpsmembers worked together to choose a music sample, make the beat, and write all the lyrics. A rough cut of the song was also made so Corpsmembers could practice their verses for the next day. On September 8 all of the final vocal tracks were recorded, the Corpsmembers decided what they wanted the video shots and visual flow to be, and all of the visual elements were recorded at the Oakland Civicorps Job Training Center in West Oakland. After the two in-person days, HH4C staff completed the mixing and mastering of the final song, and Cal-IPC staff completed the video editing for the final product.

Feedback from the Corpsmembers was very positive, with participants stating that they would like to do a project like this again. The key is having professional Hip Hop artists involved in the education and training to ensure real engagement with Hip Hop culture. Corpsmembers were also enthusiastic about other resources HH4C offers, such as the media production studio in Hunter's Point, SF that is open to the community.

This video is meant to be used as an engaging supplementary education tool alongside more in-depth training around site hygiene. It is our hope that, by using the perspectives of art and culture to produce joyful and creative messaging, this video will spark positive associations toward the topic of site hygiene in a way that will enhance interest and ultimately lead to internalization of the message and adoption of practice.

We are grateful to the Alameda County Fish and Game Commission for their support of this project, and we look forward to continued use of this video as an educational tool.



*Creating the beat for the song.
Photo: Constance Taylor*