

Outreach Template

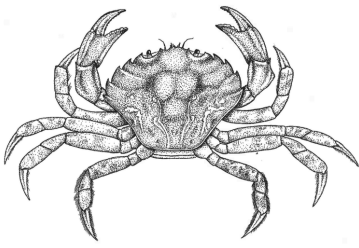
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MAIN TALKING POINTS:

- European Green Crab are also referred to as EGC or invasive green crab
- Green Crab are invasive and threaten native crab & shellfish species (habitat destruction, predation, and resource competition)
- EGC was first detected in Alaska in 2022
- EGC larvae travel in coastal currents, the invasion is likely to continue to advance northward until they reach the boundary of their low temperature limit somewhere in the Bering Sea based on today's coastal temperature range
- Early detection and rapid response is key to ecosystem protection
- AKISP (AK Invasive Species Partnership) is a collaborative network that can support communities with this effort
- We are looking for volunteers who want to help us with trapping, no experience is needed!





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SOCIAL MEDIA SNIPPETS: (determine if you want people to sign-up or just show up at your event and adjust message accordingly)

- **Volunteer Recruitment:** Join our team of volunteers looking for the invasive green crab! If you like being outside and learning about our coastal ecosystems we can use your help! Volunteers can beachcomb for molts or help set traps. Contact *(name)* for more information *(phone number/email)*.
- **Crab Trapping:** Do you like tidepooling? Our team is crab trapping at *(location)* on *(time/date)*. We are monitoring for the detection of invasive green crab. Help us check traps and measure/ID our catch. on *(date)*. No experience needed, everyone is welcome! To sign up contact *(name)* for more information *(phone number/email)*.
- **Molt Walk:** Do you like beachcombing? Our team is walking *(location)* at *(time/date)*. We are searching for crab molts to monitor for the invasive green crab. Join us for a fun walk *(distance/duration)* and learn how you can help, it is as easy as walking your favorite beach. Contact *(name)* for more information *(phone number/email)*.

Feel free to use the images, pictured below, in your social media posts!
Access in Shared Google Drive Folder or on QR code



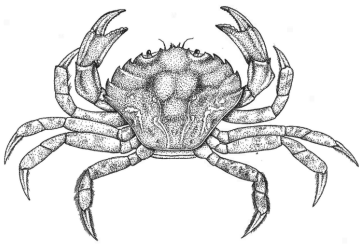
Social Media Trapping.png

Social Media Molt Walk.png



*Content assembled by Lindsay Martin. Crab art by Conrad Field.
Kachemak Bay National Estuarine Research Reserve.*





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TEMPLATE FOR MEDIA:

European green crab (EGC or green crab) is an invasive crab that was introduced in 1989 to the San Francisco Bay Estuary and has steadily invaded northward up the NE Pacific Coast. This aggressive invasive species is a threat to Alaska coastal habitats and animals. Green Crab threaten native crab populations by destroying eelgrass habitat and eating nearshore fish and juvenile crabs. Although relatively small, adults are about 4 inches wide across their back shell, they are aggressive predators. Their presence could lead to long-term impacts on Alaska fisheries including crabs, shellfish, and salmon.

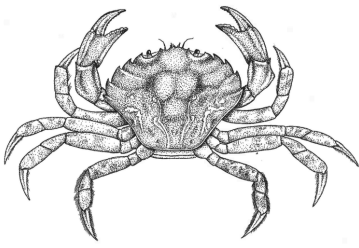
EGC was first detected in Alaska on Annette Island in 2022, thanks to Metlakatla Indian Community's Department of Fish and Wildlife EGC early detection program. They first found a molt during a survey, and a few days later confirmed live EGC during their routine trapping effort. A fast response is critical, since green crab can reproduce rapidly and become established in the absence of an active suppression and removal effort.

Green crab larvae travel in coastal currents and have already spread to additional inlets in SE Alaska. Regional collaboration across Alaska's vast coastline is key to building an effective network for early detection and response to protect important coastal environments from the worst impacts of this aggressive invasive species.

The Alaska Invasive Species Partnership is training volunteers around the state to increase early detection, monitoring and response to these predators. You can be a part of our local team! If invasive green crab is found, the Alaska Invasive Species Partnership (AKISP) can help communities develop an action plan.

(continued on next page)





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If you want to help monitor our coastlines, please join us. Early detection activities include beachcombing for molts (20 minutes/walk), or helping with community trapping (2 hour event), or training to become a site steward set and retrieve traps (15 hours over a summer) at a local site. If you are interested in helping, please...

3 OPTIONS:

- contact *(name)* with *(organization)* at *(phone number or email)*.
- stop by our community trapping event on *(day)* at *(time)* at *(location)*. Don't forget boots and warm layers!
- reach out to us at *(contact info)* or stop by our office at *(location)*.

Feel free to modify and use these flyers!
Access in Shared Google Drive or type in URL link!

File Name: Customizable Flyer
URL Link: <https://tinyurl.com/EGC-Flyer>



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