



MOOSE HIDE  
CAMPAIGN  
CAMPAGNE  
MOOSE HIDE



# The Moose Hide Campaign For The K-12 Community

A HOW-TO GUIDE

OCTOBER 2021





# MOOSE HIDE CAMPAIGN DAY

February 10, 2022



On **February 10, 2022**, schools from across Canada are invited to **Moose Hide Campaign Day** – an annual event aimed at ending violence against women and children.

Your school can take part from anywhere in Canada! We are gathering **in Victoria, BC** and will be **livestreaming** to schools across Canada. Our gathering to end violence will include exciting performances and speakers from across the country. Our founders, alongside elders and youth will guide us as we learn more about this critical issue. This tangible Reconciliation in Action opportunity will also include pre-recorded workshops for Middle and Senior years students.

Join this free event to be part of the momentum for change. Bring the Moose Hide Campaign to your classroom, school or community by ordering and distributing moose hide pins to students, staff and parents—and by taking the online pledge to stand up against violence.

**Visit our website to register**, view the livestream, gain access to the pre-recorded workshops and to order your moose hide pins. Education is the key to ending violence against women and children. One person at a time.

**Please join us!**



[moosehidecampaign.ca](https://moosehidecampaign.ca)

[#MooseHideCampaignDay](https://twitter.com/MooseHideCampaignDay)

Scan Me!





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## INTRODUCTION

Thank you for your interest in the Moose Hide Campaign!

You are joining a growing number of schools, communities, and organizations across Canada who are standing up and taking action to end violence towards women and children.

This How-To Guide shows how your school can take part in the campaign.

On **February 10, 2022**, your school is invited to join us for Moose Hide Campaign Day. Indigenous and non-Indigenous people from across Canada will come together online, uniting in their commitment to end violence.

We also invite you to order free moose hide pins and organize your own events in the lead-up to February 10th, as well as all year round.

The Moose Hide Campaign recognizes that all forms of violence are unacceptable, regardless of gender. We also know that domestic and gender-based violence disproportionately impacts women and girls, and that men and boys must be engaged in addressing this.

Our non-profit organization was founded in response to the disproportionate number of Indigenous women and children impacted by domestic and gender-based violence, and the tragic reality that since 1980 more than 1,200 Indigenous women in Canada have gone missing or been murdered.

We invite people of all backgrounds, genders, and ages to help create a safer world for women and children. We look forward to working with you on this journey.

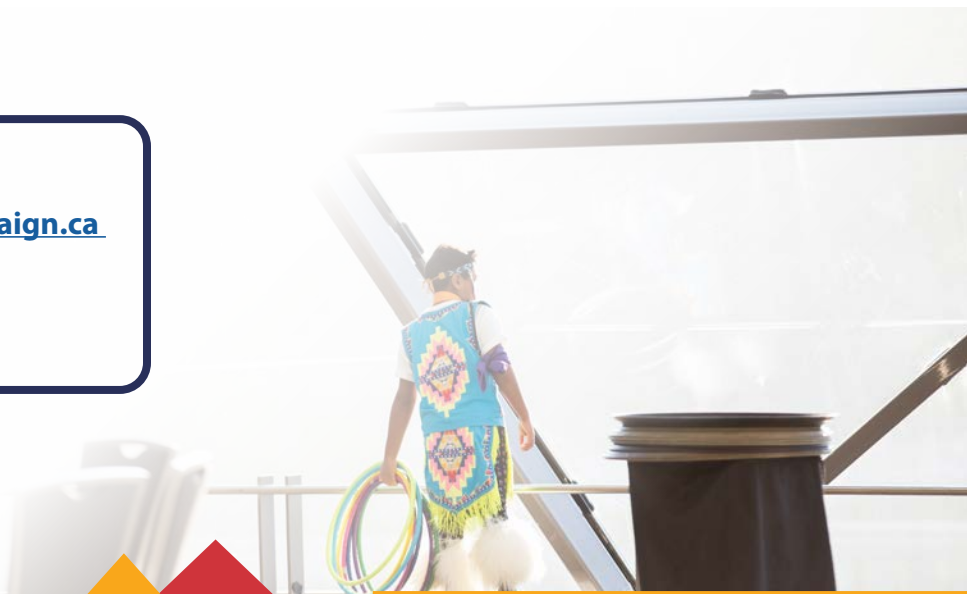
If you have any questions – big or small –  
we would love to hear from you!

### Contact us

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**PHONE:** (250) 882-7018

**WEB:** [moosehidecampaign.ca](http://moosehidecampaign.ca)





## ABOUT THE MOOSE HIDE CAMPAIGN

Videos: [This is the Moose Hide Campaign](#) | [The Story of a Million Moose Hides](#)

The Moose Hide Campaign began in 2011 as a grassroots movement of Indigenous and non-Indigenous men and boys standing up against violence towards women and children.

The inspiration for the campaign came to co-founders Paul Lacerte and his daughter Raven during a moose hunt on their traditional Carrier territory along the Highway of Tears in Northern B.C., where so many women have gone missing or been murdered.

Over the years, we have grown into a national campaign to engage all Canadians, with thousands of participating communities, organizations, and schools across the country.

Wearing the moose hide pin shows your commitment to honour, respect, and protect the women and children in your life, and to work with others to end violence towards women and children. Over 2.5 million pins have been distributed free of charge across Canada.

Every year, Moose Hide Campaign Day brings people across Canada together to participate in ceremony, learn, and take a stand to end violence. Last year, more than 78,000 K-12 students and teachers took part in the campaign.

### The Moose Hide Campaign's Main Activities Are:

- 1| Distributing free moose hide pins to schools, organizations, and communities.
- 2| Organizing Moose Hide Campaign Day: the annual gathering and one-day fast.
- 3| Supporting schools, communities, and organizations who organize their own events.
- 4| Providing education and outreach resources to schools, communities, and organizations to raise awareness about domestic and gender-based violence.





## BENEFITS OF PARTICIPATING

**Supporting reconciliation** - The Moose Hide Campaign brings together Canadians of all backgrounds in an anti-violence initiative grounded in Indigenous culture, traditions and ceremonies.

Taking Part in The Campaign Supports:

- The Truth and Reconciliation Commission's **Calls to Action**
- The **UN Declaration on the Rights of Indigenous Peoples**
- The National Inquiry into Missing and Murdered Indigenous Women and Girls' **Calls for Justice**

**Helping to end violence** - Participating in the Moose Hide Campaign shows your commitment to standing up against violence towards women and children.

**Creating safe spaces and communities** - Your school can use the campaign to raise awareness about gender-based violence and build communities grounded in respect and free from harassment and violence.

**Encouraging healthy masculinity** - The campaign helps men and boys develop healthy behaviours and concepts of masculinity.

**Promoting cultural sensitivity and anti-racism** - The campaign helps increase cultural sensitivity and understanding of the intergenerational impacts of colonization and the Indian Residential School system. It is a practical and effective way to help address racism against Indigenous Peoples.

*"The Moose Hide Campaign provides a sacred space to contribute in our nation's healing journey. It is a movement that calls upon people to speak up, take action, educate and support each other!"*

– Senator Murray Sinclair, Chief Commissioner of the Truth and Reconciliation Commission





## HOW TO PARTICIPATE

### Moose Hide Pins: Order, Wear, Share

We invite schools, teachers, and students to order, wear, and share moose hide pins.

Moose hide pins are free, including shipping. And yes, you can order enough pins for your entire school!

We also offer animal-free, synthetic pins.

Wearing the moose hide pin shows your commitment to honour, respect, and protect the women and children in your life, and to work with others to end violence towards women and children.

The moose hide pin is also a tangible connection to Indigenous culture and traditions, on which the campaign was built.

Wearing the pin is a way to start important conversations about the need to stand up and work together to end violence.

We encourage everyone to wear your moose hide pin daily in your schools and online. Take the opportunity to discuss the campaign as often as possible with students, colleagues, friends and family.



[ORDER PINS HERE](#)





## MOOSE HIDE CAMPAIGN DAY 2022

On **February 10, 2022**, your school is invited to join Moose Hide Campaign Day. Registration is free and easy.

The online gathering via livestream will bring together over 100,000 Canadians from all backgrounds to participate in ceremony, learn, and take a stand to end violence towards women and children.

### **Moose Hide Campaign Day 2022 will include:**

- Ceremony, performances, youth focus
- Keynote speakers and words from the Moose Hide Campaign's co-founders
- Sharing of wisdom from Elders and youth
- Pre-recorded workshops (with options for middle years and senior years students) accompanied by a teacher's guide to use on the day or any time after
- The opportunity to take part in the one-day fast

We will also stream a daybreak ceremony and a fast-breaking ceremony (times to be confirmed).

Moose Hide Campaign Day is a safe and powerful way for students to experience a reconciliation and anti-violence initiative grounded in Indigenous culture.

## INFORMATION FOR FASTERS

Fasting is an important practice in the Moose Hide Campaign. It shows a personal commitment to honour, respect, and protect women and children. If your administration, staff or students decide to take part in the one-day fast, please review the [Moose Hide Campaign's Fasting Guide](#) on why we fast and how to fast safely.



**REGISTER HERE**





## LEARNING ACTIVITIES AND EVENTS

Teachers and students are encouraged to organize their own events and activities in the lead up to Moose Hide Campaign Day, and throughout the year.

### Activities For Students and Teachers:

Here you will also find the workshops that were recorded for Moose Hide Campaign Day 2021.

- 1| **The Moose Hide Campaign's Learning Platform for K-12 has great learning resources.**
- 2| **Watch Moose Hide Campaign videos to spur class discussions on the causes and impacts of violence and how we can work together to end it.**
- 3| **Take the pledge to take a stand against violence towards women and children.**
- 4| **Order, wear, and share moose hide pins, and raise awareness about the need to end violence.**
- 5| **Organize a project in your school community that will help end violence.**
- 6| **Participate in our annual art and video challenge. [Visit our website](#) for more information.**

### Moose Hide Campaign Workshops for Students and Teachers

Get your students engaged in the Moose Hide Campaign through the workshops created for Moose Hide Campaign Day 2021. They are all available through our [event website](#). There are **five workshop options in English and two workshop options in French** and they vary in length and content. [Each workshop has a Teachers' Guide to assist with questions and structure.](#)



**FAQs for Teachers**



## SHARE YOUR STORIES ON SOCIAL MEDIA

Share stories, photos, and videos of how your school or classroom is taking part in the Moose Hide Campaign and helping build the movement to end violence towards women and children.

Share your stories on social media with **#MooseHideCampaignDay**

**Connect and engage with the Moose Hide Campaign on:**



## OTHER RESOURCES

- *Status of Women Canada* – **Key statistics on gender-based violence in Canada**
- *Canadian Women's Foundation* – **The Facts about Gender-Based Violence**

### Acknowledgments and Gratitude

We are grateful to the Indigenous Elders, women, and youth who have guided the Moose Hide Campaign, and whose determined advocacy and leadership have raised awareness of the ongoing challenges of gender-based violence and missing and murdered Indigenous women and girls. Your wisdom, teachings, and guidance continue to inspire us to stand up and take action to end violence against women and children.

We express our gratitude to the many volunteers and funders across the country who are working with the Moose Hide Campaign to help end violence against women and children.

We respectfully acknowledge the local nations and Indigenous Peoples whose ancestral lands the campaign takes place on.

**Mussi Cho | Hay'sxw'qa | Nakurmiik | kinanâskomitin | Maarsii | Miigwetch | Ekosi | Thank You | Merci**