



MOOSE HIDE
CAMPAIGN
CAMPAGNE
MOOSE HIDE

Welcome!

Hadih, tansi, atelihai, aanii, kuei, ?edlanet'e, boozhoo, kwe', hau, oki!

We welcome educators, children, and youth across Turtle Island (North America) to join us and become part of the Moose Hide Campaign community. We acknowledge that young people are our future and educators are their guides; and that together we can stand up to end violence towards women and children. We raise our hands in gratitude and thank each of you for taking this first step as change makers in your communities.

As a start to your Moose Hide Campaign learning, we invite you to listen to Paul and Raven Lacerte, co-founders of this grassroots movement, as they share their vision for a violence-free Canada.

Please take a moment to view "[The Beginning](#)" video below:





What is the Moose Hide Campaign?

The Moose Hide Campaign is a grassroots movement of Indigenous and non-Indigenous men and boys who are standing up against violence towards women and children. Our Campaign was born out of love and comes as a strong response to the Calls to Action, Calls for Justice, and the United Nations Declaration of the Rights of Indigenous Peoples.

The movement includes people of all genders, ethnicities, and backgrounds. We are keenly aware that violence against women and children has been an unacceptable reality for generations. Women have been at the forefront of efforts to end domestic violence, gender-based violence and inequality, and men have largely been absent from this work. It is time for men and boys to join these efforts, working together to encourage a culture of healthy masculinity and ensure a safe future for all women and girls.

We also know that this violence disproportionately affects Indigenous women and children. The Moose Hide Campaign supported the National Inquiry into the disproportionate numbers of [Missing and Murdered Indigenous Women and Girls](#). Help us make understanding and tackling this ongoing tragedy a priority for learners and community members.

Our movement includes the wearing and sharing of moose hide pins, which we offer as part of our cultural medicine. The pins inspire conversations that shine a light into the darkness and contribute to the healing of our communities from violence. The moose hide pin is an Indigenous innovation for all Canadians and should be used both as a personal commitment to stand up against violence towards women and children, but also as a reminder to be a strong ally to Indigenous people. Through wearing and sharing the pin you can pass along good medicine and knowledge, while helping others join the Campaign and commit to ending violence towards women and children.

Our Campaign is growing in classrooms, school communities and districts across Canada and we invite you to join us!

Our Beginning

At the heart of the Moose Hide Campaign lies our inception story. In 2011, Paul Lacerte and his 16-year-old daughter, Raven, were hunting in their traditional territory along the Highway of Tears. This is an area known for its high rates of missing and murdered Indigenous women and girls. The trip sparked important and impactful conversations between Paul and Raven about what to do if they came across human remains on their path and the very devastating reality that they might. The conversation turned to how they could create lasting change that would help keep Indigenous women and children safe.

After successfully hunting a moose, Raven and her father decided to tan the hide and cut it into small squares and ask men and boys to wear it as a sign that they would stand up against violence towards women and children. Along with her sisters, Raven created handwritten cards to explain the invitation.

To this day, each card has an invitation to wear the moose hide pin and share the message of standing up to end violence. Since its inception in 2011, the Moose Hide Campaign has grown to reach individuals and communities from coast to coast to coast. The moose hide pins are also available in synthetic hide and are completely free, including shipping for all Canadians. It is important to note that we respect the use of all parts of an animal and that no moose were intentionally harmed for our moose hide pins. Our pins are sourced ethically from hunters who donate the hides or moose that are recovered after the unfortunate reality of accidents.

Order yours here: [Moose Hide Campaign | Order pins](#)



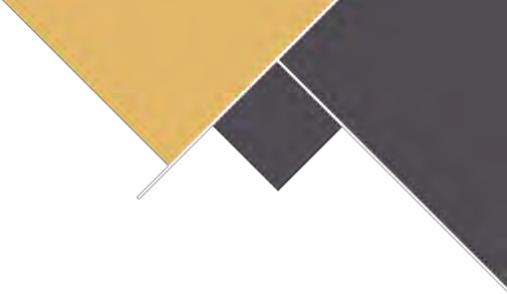
Moose Hide as Medicine

For time immemorial, Indigenous Peoples have learned from and lived alongside the natural world. Our four legged, gilled, and feathered relations have given us the knowledge to know which foods to eat, how much to harvest, and how to live sustainably in this world. Many Indigenous groups put different meanings behind different animals, and many have stories of their animal relatives that give us insight into the medicine each animal may carry. Indigenous Peoples often wear sustainably harvested animal furs and hides, but with that comes responsibility. It is our belief that part of that animal's spirit is carried in the hide or fur, and when wearing it you are holding part of that spirit and the medicine that goes along with it. Many Indigenous traditions believe that the animal sacrifices itself to the hunter, knowing the people need to eat, be clothed, and can also benefit from their medicine. The moose is a peaceful animal that has brought sustenance to Indigenous communities across the Nation; however, it is powerful and shows strength and resilience. The moose hide carries strong medicine to help us live peacefully and respectfully, and to help us walk gently. The strength of the moose gives us the strength to be resilient and to be powerful change makers. We ask that you recognize the medicine within the moose hide and know that when you are wearing it you are being gifted the medicine to live non-violently and to take a stand to end violence and create a safer and healthier Canada for everyone.

Using Our Guide

Our guide is designed in the easiest way possible for all educators to enter this learning journey with their students. We recognize the effort, time, and love that goes into being an educator and we want you to know that we can be here every step of the way to support you as you embrace the difficult topics that address these critical issues. We are available for class presentations or mini workshops for educators on how to include the Moose Hide Campaign in your classroom community and have created lesson plans that are age appropriate for your classrooms from K-12. Our website has multiple lesson plans that include options to help familiarize your class and yourself with some key language and relevant topics. Included are lessons that can be used in a variety of courses to continue these important conversations as often as possible. We encourage you to view our lesson plans here:

<https://education.moosehidecampaign.ca>



Safety and Protocol

Ethical Space:

It is vital that teachers and students come together to talk about these difficult subjects knowing that it is our shared responsibility to build relationships based upon respect. This cannot be done without creating an environment where all students are considered of equal worth and each student's contribution is valued. This is called creating "ethical space." Ethical space creates room for new knowledge and understanding to emerge and where transformation sometimes happens. In an ethical space, it is possible for students from different cultures and worldviews, whose values may clash, to communicate with each other respectfully and contribute to information and knowledge sharing without fear. Teachers need to recognize that there are no "shortcuts" to creating an ethical space.

Health Supports:

It will be important to speak with health supports such as school counsellors, Resolution Health Support Workers, mental health services staff, or other support staff and services that you have access to through your school, making them aware of the learning that will be happening. Invite them to visit your classroom for some or all of the learning and include health outreach workers from local Indigenous service delivery points. If that is not possible, you should have the contact information available in case you or any of your students are triggered or otherwise impacted by the learning and would benefit from extra support. NOTE: It is important to remember that many mental health service providers have not had the benefit of Indigenous teachings or pedagogy. It may be helpful to share this learning resource with them in advance so that they are better prepared to address the health care needs in the classroom.

Education of Parents:

It is important to remember that many parents have not been adequately educated about the history of Indigenous Peoples in Canada, including the Residential Schools system, legislation, and government assimilation policy designed to destroy cultures, languages, and land-based ways of life, or the violence Indigenous women and girls face. Many may also not know the truths about missing and murdered Indigenous women and girls in Canada. Parents who lack this knowledge sometimes respond with discomfort or disbelief when their children share the truths they are learning. Teachers can mitigate these responses by working with the parent council association in your area so that they too might be educated. In this way school council/parent council facilitators will be able to engage parents in learning along with their children. This important learning involves every member of society: We are all connected.

Classroom Environment:

Establish a safe space in which to explore all perspectives and where all voices are valued, with the caveat that abuse, oppression, sexism, and racism have no place in our classrooms or in our communities. This can be established by adopting a shared set of principles and guidelines at the beginning of the year that may be revisited during important and personal discussions like the ones in this initiative.

Engaging Indigenous women, girls, and community members in the teaching and sharing is an important way to make connections within the learning on a human level. Whenever possible, bring authentic voices into your classroom who are part of the local Indigenous communities.

Gender Roles:

Not all Indigenous nations have or had the same interpretation of roles for gender and/or sexual minorities, including the role of Two Spirit people. It is important for teachers, and all adults working with youth, to consider that discussing gender roles might cause hurt or feelings of “I don’t belong” for students who are part of a gender or sexual minority. It is very important to know your students and to proceed in as respectful and non-judgmental a manner as possible while considering the multiple understandings of gender in Indigenous cultures, communities, and families.

Trauma-informed Approach:

This refers to an environment in which the adults in the room recognize and respond to those who have been impacted by traumatic stress using clearly defined expectations and communication strategies to guide students through stressful situations. This approach provides students with tools to cope with difficult or traumatic situations and creates an underlying culture of respect and support in the classroom and the school overall. (For more information <https://traumaawareschools.org>)

How to include the Moose Hide Campaign in your classroom and school:

- Order pins! Have pins readily available for any student within the school who wishes to wear one or learn more about them. We suggest ordering more than you need as we are happy to ensure abundant supply for families and friends. This way, when someone asks about the moose hide you are wearing, you can share about the purpose and intention and offer them a moose hide pin to join the grassroots movement as well! Pins are free and easy to order.
- Wear a pin! This is a reconciliation in action opportunity that can happen every single day. It is a great way to lead by example and encourage students to actively engage in the campaign.
- Stay up to date on what the Moose Hide Campaign is doing! Register for our newsletter so that you can have easy access to new classroom resources as they are released each month as well as see what other educators are doing around the nation to gain inspiration! We also have different challenges for classrooms and would love to feature you and your student’s commitment and work via our social media pages and newsletter. Please reach out and let us know what creative ways you are implementing the Moose Hide Campaign!

- Use and share our resources! Commit one day a month to including a short Moose Hide Campaign lesson to keep students and staff engaged with their commitment to living non-violently and to keep your learning community motivated.
- Register to attend Moose Hide Campaign Day in February! Each year the Moose Hide Campaign hosts an in-person event in Victoria BC with a livestreamed virtual event for all other parts of Canada. Moose Hide Campaign Day is rooted in ceremony and brings with it interactive workshops for classrooms as well as powerful youth speakers.
- Be creative! Many schools across the nation host their own Moose Hide Campaign events. This can include handing out pins at a kiosk, hosting a fundraiser for a local shelter, using the pin in powerful pieces of artwork, or bringing in Indigenous guest speakers to help you and your class better understand reconciliation and Indigenous culture.

Other Videos



[This is the Moose Hide Campaign](#)



[Moose Hide as Medicine](#)



[Moose Hide Campaign Day 2022](#)