



MOOSE HIDE  
CAMPAIGN

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## Frequently Asked Questions (FAQs) for K-12 Schools

Below are answers to some of the most frequently asked questions for K-12 schools. Please do not hesitate to contact us with any further questions we have not covered here. We love to engage in respectful dialogue and will do our best to answer promptly!

### **Q. What is the Moose Hide Campaign?**

The Moose Hide Campaign is an Indigenous lead grassroots movement of Indigenous and non-Indigenous men and boys who are standing up against violence towards women and children. Over the years it has grown into a national campaign to engage all Canadians, with over 1,500 participating communities, organizations, K-12 schools and post-secondary institutions across the country. In addition to distributing the Moose Hide pins, the Campaign hosts both Regional and National Gatherings which include a Day of Fasting. People of all ages, backgrounds, and gender identities are invited to engage in the campaign and are welcome to attend all Moose Hide Campaign events.

### **Q: Where did the inspiration for the Moose Hide Campaign come from?**

The idea for the Moose Hide Campaign came to the founders, Paul Lacerte and his daughter Raven, during a hunting trip on their traditional First Nations territory along the "Highway of Tears", a stretch of highway in northern B.C. where many women have been murdered or gone missing. As they harvested the moose, they had a moment of inspiration: to tan the moose hide and cut it into squares to engage men and boys in efforts to end violence against women and children. Since then over two million squares have been distributed. The inspiration came from the land, from the loving relationship between a father and daughter, from the stretch of highway where violence has taken so many loved ones, and from the spirit of the moose.

### **Q: Why is the Moose Hide Campaign targeting men and boys specifically?**

While the campaign agrees that all forms of violence are unacceptable regardless of gender, 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 in these efforts. It is time for men to join these efforts and work together to encourage a culture of healthy masculinity.

### **Q: Why should my school participate in the Campaign?**

The Moose Hide Campaign recognizes that children and youth are the future and the key to changing the fabric of Canadian society that still sees the reality of violence in our families and communities. Featuring the Moose Hide Campaign in your school is a powerful way to take a stand to end violence against women and children and practice reconciliation in action. Schools across Canada who are looking for practical and impactful ways to support reconciliation can join the Moose Hide Campaign movement, which supports implementation of the Truth and Reconciliation Commission of Canada Calls to Action, the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the National Inquiry into Missing and Murdered Indigenous Women and Girls Calls for Justice.

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Join us on:  @MooseHideCampaign.ca  @Moose\_Hide  @Moose\_Hide\_Campaign



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**Q: How can my school participate in the Moose Hide Campaign?**

There are many different ways that your school can participate in the Moose Hide Campaign including using our new online learning resources, hosting Moose Hide Campaign events in your school and/or community, [taking part in a 10 Men challenge](#) and participating as a Partner School in the February 2021 National Gathering.

**Q: What are the new Online Learning Resources that you are developing?**

There are three new online learning modules with ready-to-implement lesson plans and activities for a full year of learning and action for positive change. Each module includes a guide for teachers to ensure that they have the skills and confidence to join the Campaign no matter where they are on their own learning journey. There will be an early years, a middle years and a high school years module available to schools across the country in September 2020.

**Q: How do I order Moose Hide Pins and access your Learning Resources?**

You can order the Moose Hide pins from our [website](#) free of charge. Non-leather synthetic Naugahyde pins are also available. All of our learning resources will be available in September on our online learning platform for K-12 which can be accessed on our education site [here](#).

**Q: What is the Partner School Initiative and how do I register my school to be a Partner School for the Virtual National Gathering on February 11, 2021?**

Through the Partner School Initiative K-12 schools across the country can sign-up to participate in the virtual National Gathering in February via a livestream and be recognized as a Moose Hide Campaign partner school on our website. More information about the Virtual National Gathering and registration for the Partner School Initiative will be available this fall. You can sign up to be the first to get notified about additional National Gathering Event details [here](#).

To learn more about the Campaign please visit our website [www.moosehidecampaign.ca](http://www.moosehidecampaign.ca) or view our full Moose Hide Campaign Frequently Asked Questions document [here](#).

*This is an evolving journey of learning and growth. If you have any further questions or suggestions, please feel free to e-mail us at: [education@moosehidecampaign.ca](mailto:education@moosehidecampaign.ca)*