



MOOSE HIDE
CAMPAIGN

CAMPAGNE
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ALIGNING WITH MANITOBA EDUCATION (K-12)

The Moose Hide Campaign is an Indigenous-led and ceremony-based organization, that models Indigenous leadership in addressing contemporary social issues.

The Moose Hide Campaign supports success for students in Manitoba defined not only by academic achievement but by the capacity to live Mino-Pimatisiwin (The Good Life), through Indigenous teachings about respect, kinship and responsibility.

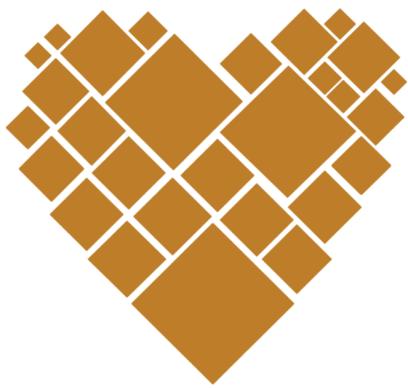
MANITOBA LEARNING FRAMEWORK

Students:

Have hope, belonging, meaning, and purpose
Have a voice
Feel safe and supported
Are prepared for their individual path beyond graduation
Have capacity to play an active role in shaping their future and be active citizens
Live in relationships with others and the natural world
Honour and respect Indigenous ways of knowing, being, and doing with a commitment to and understanding of Truth and Reconciliation.

MOOSE HIDE EDUCATION GUIDING PRINCIPLES

Value students as agents of change
Develop leadership skills by practicing ethical speaking and listening
Nurture active citizenship that is rooted in care
Centre Indigenous relational and ecological worldviews
Promote critical and courageous conversations
Uphold emotional safety through trauma-informed and culturally grounded resources
Move reconciliation beyond awareness to ethical actions and relationship repair



LESSON PLAN EXAMPLES

INDIGENOUS LEADERS ROLE MODEL MINO-PIMATISIWIN (THE GOOD LIFE)

EARLY YEARS

JOIN WILLIE POLL & CHIEF LADY BIRD IN TOGETHER WE DRUM, OUR HEARTS BEAT AS ONE

[Lesson Plan Link](#)

These two change-makers, Chief Lady Bird, Chippewa and Potawatomi artist, and Willie Poll, Métis author, speak about the power of matriarchs, the drum, and joining together to make Turtle Island safer. This workshop is based on their book, *Together We Drum, Our Hearts Beat As One*, that aims uplift ancestral connection in face of racism and hatred.

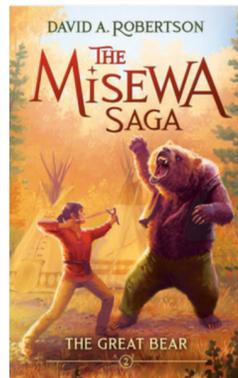


MIDDLE YEARS

JOIN DAVID ROBERTSON IN STORYTELLING AS AN AUTHOR

[Lesson Plan Link](#)

Join critically acclaimed author, David Robertson, Swampy Cree from Norway House Cree Nation, as he speaks about his journey into storytelling. Learn about his roots, why storytelling played a huge part in his childhood and family history and how from a young age David knew he wanted to create stories.



SENIOR YEARS

JOIN BRITNEY SUPERNAUT IN CLIMATE ACTIVISM

[Lesson Plan Link](#)

Britney Supernault (she/they) is Otipemisiwak Nehiyaw (Métis Cree) from East Prairie Metis Settlement. Britney shares her powerful journey from witnessing environmental devastation to becoming a formidable advocate for climate action. As an artist, activist and writer, she has written on various topics, contemporary Indigenous issues and climate change.



CROSS CURRICULAR EXAMPLES

EARLY YEARS

MAKING FRIENDSHIP BRACELETS FOR MOOSE HIDE CAMPAIGN DAY

[Lesson Plan Link](#)

MANITOBA Curricular Focus: Language Arts, Art, Social Studies

Global Competency Focus

- **Citizenship:** language for feelings, safety, trusted relationships, and belonging
- **Collaboration:** story-based and circle-based learning focused on empathy, fairness, and helping others
- **Communication:** learning is framed around care and inclusion, with no explicit discussion of violence

Learning Experience /Assessment Focus

- Engaging in Indigenous ways of know, being and doing to strengthen the process of Truth and Reconciliation
- Being learner-centred
- Supporting learning that is authentic, social, and purposeful

MIDDLE YEARS

FINDING YOUR VOICE: A JOURNEY THROUGH MUSIC & IDENTITY

[Lesson Plan Link](#)

MANITOBA Curricular Focus: Music, Language Arts, Physical Education

Global Competency Focus:

- **Self-Aware & Self-Directed:** explicit learning about consent, boundaries, accountability
- **Critical Thinking:** guided dialogue on identity, gender, and power
- **Innovation, Creativity & Entrepreneurship:** student voice supported to plan or contribute to Campaign Day

Learning Experience /Assessment Focus:

- Engaging in Indigenous ways of know, being and doing to strengthen the process of Truth and Reconciliation
- Infusing multi-literacies and technologies through diverse pedagogical approaches with and across disciplines
- Being learner centred

SENIOR YEARS

REDEFINING STRENGTH: HEALTHY MASCULINITY AND ENDING GENDER-BASED VIOLENCE

[Lesson Plan Link](#)

MANITOBA Curricular Focus: Physical Education/Health Education, Career Development,

Global Competency Focus:

- **Critical Thinking/Problem Solving:** deeper exploration of respect, accountability, and gender-based violence as a systemic and social issue
- **Communication:** critical analysis of media, public imaging around violence and respect
- **Collaboration:** civic engagement and taking collective action

Learning Experience /Assessment Focus:

- Engaging in Indigenous ways of know, being and doing to strengthen the process of Truth and Reconciliation
- Enhancing self-efficacy and encouraging autonomy and responsibility