



MOOSE HIDE
CAMPAIGN
CAMPAGNE
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ALIGNING WITH ONTARIO EDUCATION (K-12)

The Moose Hide Campaign education approach for learning supports Ontario Education policy priorities and implementation of Human Rights, Equity and Inclusive Education.

ONTARIO'S COMMITMENT TO RECONCILIATION & INDIGENOUS EDUCATION

The Moose Hide Campaign is an Indigenous-led initiative that is grounded in Indigenous knowledge and lived experience:

- Educational resources centre Indigenous voices and contemporary realities
- Supports reconciliation through relationship building, responsibility, and suggestions for action
- Encourages respectful, collaborative engagement with local Indigenous communities
- Strengthens Indigenous student engagement by learning with Indigenous role models, who affirm their identities and worldviews
- Highlights the relevance of the United Declaration on the Rights of Indigenous Peoples (UNDRIP)

ONTARIO HUMAN RIGHTS, EQUITY & INCLUSIVE EDUCATION PRINCIPLES

The Moose Hide Campaign supports the implementation of these principles by creating environments grounded in respect and dignity:

- Views student engagement as being directly correlated to well-being
- Identifies violence prevention as an equity issue
- Provides explicit learning about healthy relationships through dialogue, modelling and reflection
- Culturally responsive and relevant pedagogy is a core value

PREPARATION FOR CITIZENSHIP AND FUTURE SUCCESS

The Moose Hide Campaign believes that learning deepens over time, where concepts are revisited with increasing complexity. Content is age-appropriate and framed with trauma-informed best practices to scaffold students as they gain agency, and imagine their contributions to positive futures.

- **K-3:** Care, Kindness, Belonging
- **4-6:** Respect, Responsibility, Community
- **7-8:** Identity, Consent and Accountability
- **9-10:** Equity, Systems, Citizenship
- **11-12:** Leadership, Reconciliation, Action



CO-FOUNDER RAVEN LACERTE WITH HER DAUGHTER AT CAMPAIGN DAY

LESSON PLAN EXAMPLES



ONTARIO CURRICULUM

MOOSE HIDE CAMPAIGN LESSON LINKS

PRIMARY DIVISION (K-3)

Language (English)
Health & Physical
Education
Social Studies
Arts

MAKING FRIENDSHIP BRACELETS FOR MOOSE HIDE CAMPAIGN DAY

Introduces the Moose Hide pin as a symbol of care, kindness, respect, using story and circle-based learning to support empathy, vocabulary of emotions, safety, and belonging, without explicit discussion of violence.

JUNIOR DIVISION (4-6)

Language (English)
Health & Physical Education
Social Studies
Arts

THE MEDICINE WITHIN

Deepens understanding of respect, accountability, and empathy through age-appropriate discussions of harm and fairness. Introduces the pin, and the campaign Day as a way to engage in collective care and shared responsibility for creating change.

INTERMEDIATE DIVISION (7-8)

Language (English)
Health & Physical Education
Social Studies
Arts

FINDING YOUR VOICE: A JOURNEY THROUGH MUSIC AND IDENTITY

Builds understanding of consent, boundaries, and respectful relationships. Centres Indigenous leadership with an invitation for all Canadians to participate in creating change, elevates student voice through dialogue, creative expression, and collective action.

JUNIOR SECONDARY (9-10)

English
Social Studies
Civics
Health & Physical Education
Arts

REDEFINING STRENGTH: HEALTHY MASCULINITY AND ENDING GENDER BASED VIOLENCE

Critically examines gender-based violence, media and narratives. Encourages action through campaign day, connects civic education to UNDRIP and calls for justice on Murdered Missing Indigenous Women, Girls & Two-Spirit People (MMIWG2S).

SENIOR SECONDARY (11-12)

Indigenous Studies
English
Social Sciences
Career & Guidance
Arts

VIOLENCE AGAINST THE LAND AND PEOPLE

Illustrates the power of student voice, centres student leadership through peer education, mentorship, and creative advocacy. Integrates multiple curriculum areas through critical reflection on justice, reconciliation, healing, and social change.