



MOOSE HIDE
CAMPAIGN
CAMPAGNE
MOOSE HIDE



ENDING VIOLENCE

A DIALOGUE GUIDE FOR FACILITATORS AND HOSTS



ABOUT THIS DIALOGUE GUIDE

This guide was created to address requests about what actions could be taken beyond participating in the Moose Hide Campaign Day.

It invites us to gather a few friends, family members, neighbours or colleagues ‘around the kitchen table’ to have a conversation about ending violence toward women and children and those across the gender continuum.

The guidance within is rooted in traditional [Circle Way](#) and western [Appreciative Inquiry](#) approaches to support holding constructive conversations within a safe space.

Knowing that this approach may be new, this guide has been developed to support all levels of host/facilitation experience.

It contains information on roles, tips for success and a detailed facilitation agenda. The step-by-step agenda features a Background & Guidance section and Suggested Speaking Notes that can be used verbatim or adjusted and personalized.

A separate handout is available for sharing with dialogue participants, preferably in advance.

Thank you for choosing to step into this space, and this good work.

NOTE: Please use this dialogue guide in a good way and with good intentions. It is for informational purposes only. None of the parties involved in creating, producing, or delivering this document shall be held responsible or liable for any damage that may arise, directly or indirectly, through the access to, use of, or viewing of this document. Participants and facilitators are using this document at their own risk.



DIALOGUE ROLES

HOST

You are the initiator, and we express our deepest gratitude for your interest in, and commitment to creating a new way forward. We are counting on you to start the conversation, to encourage openness and renew relationships, and to create a safe space for exploring and embedding cultural safety and inclusion in our daily lives. The host invites participants, sets the overall tone, and determines the time and place.

Try to choose a space that minimizes distractions or interruptions and that will comfortably fit 4-6 people around a table, or in a circle format for approximately 65 minutes. When possible, you are encouraged to host this dialogue outside of the office environment as this may create a greater sense of ease and comfort for all.

PARTICIPANTS

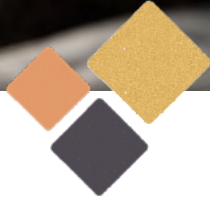
If appropriate, we encourage you to invite a diverse group, keeping safety for all as a top priority: different age groups, cultural backgrounds and/ or professional backgrounds. Consider inviting those who have expressed interest, an openness to communicate and a willingness to hear and consider diverse or opposing views. Please share the participant materials in advance.

As host, it is up to you to ensure participants receive clear communication about:

- The duration and location of the event (in person or online).
- Parking/transit options.
- Provision of food/beverages and/or requests for contributions.
- The separate participant handout document.
- Anything else you would like them to know.


FACILITATOR

The facilitation role is key to setting the tone, pace and environment needed for a safe and respectful conversation. Will you as host facilitate the dialogue, or is the role better suited for a friend or colleague? Decide this well in advance and ensure the facilitator has ample time to review this resource and to prepare for the dialogue. Hosts could benefit by becoming familiar with this document, even if someone else is leading the facilitation.



TIPS FOR SUCCESS

Well in advance of the dialogue event, please ensure you are familiar with the detailed facilitation agenda. Within the agenda:

- The symbol  indicates an opportunity to predetermine participant speaking times. To do this, simply deduct the time you need to speak and then divide it by the number of participants. (i.e. for 20 min less my talking time of 5 min means 3 minutes left for each of the 5 participants)
- The *italicized* words within the Suggested Speaking Notes can be used verbatim. You may also want to incorporate some of your own words and practice saying things aloud. Note that the ► symbol indicates a space where your personalization or action is needed.
- And always feel free to adapt for authenticity within the structure of the [Appreciative Inquiry](#)* approach of Discover, Dream, Design and Destiny that are foundational in this dialogue.
- Participants will appreciate you telling them:
 - » What the suggested approach is for them to speak. It could be person the left/right goes next or a “popcorn” style where contributions are made at will. Mixing up approaches can invigorate the conversation.
 - » A suggested speaking duration, whether that be up to 3 minutes or 30 seconds.
 - » That they do not have to speak in every area of the agenda, there are many opportunities to share.

SUGGESTED MATERIALS

- A copy of [“Ending violence, A Dialogue Guide for Participants.”](#)
- Sheets of paper/flip chart, pens/makers and non-marking (painter’s) tape, as applicable (see ► Materials suggestions).
- Refreshments such as water, coffee, tea, light snacks/lunch. Collaborate with the Host to arrange.
- A box of tissues (we suggest you keep them in your bag, you may not need them. Should tears transpire, you may want to support the individual by sharing with the group that many Elders tell us that tears are medicine, much as Western science says emotional tears release stress hormones.

**Note: This Table Dialogue Guide has been designed based on a preset “Define” step of Appreciative Inquiry to be ending violence towards women, children and those on the gender continuum.*



A FEW WORDS ABOUT HEALTH AND SAFETY

Wellness is an integral part of the journey. It is very important that both the host and facilitator understand the importance of creating a safe, welcoming, and accepting space. The Facilitation Agenda and Guidance section supports actively co-create a learning and sharing environment by inviting all to offer their own intentions and agreements. Please encourage all participants to practice self-care and use any resources available to them to help them along the journey. Notice if anyone is withdrawing during the conversation, it may be a sign they need to step out or be directed to additional self-care resources after the event.

PREPARE FOR DISCLOSURES

Remember that it is likely that some of your participants will have had personal experiences of violence or abuse. Pay attention to body language that may indicate that a participant is upset or uncomfortable. Approach that person privately after the conversation and ask if they would like to speak to someone in the community. Invite participants to reflect on their self-care practices in case this conversation overwhelms them. Examples include reminding them that they are welcome to leave the conversation at any point. They can choose to sit out of any activity. They can practice taking deep breaths or stepping outside into nature.

Be familiar with local resources so that you can offer help to those who disclose abuse during the conversation or indicate a need for additional support. It is a good idea to have resource information available during the conversation and to post a local or national helpline number at the start of the conversation.

[Moosehidecampaign.ca/help](https://moosehidecampaign.ca/help) offers many options for support and your organization may also have supports available.

Additional Resources to You May Want to Explore

[Moose Hide Campaign](#) | [Native-Land.ca](#) | [National Inquiry into Missing and Murdered Indigenous Women and Girls](#) | [First Nation Health Authority Guide to Territorial Acknowledgements](#) | [Circle Way](#) | [Appreciative Inquiry*](#) | [Healing in Colour](#)

DETAILED FACILITATION AGENDA

2 min	ACKNOWLEDGEMENT AND WELCOME
<p>BACKGROUND & GUIDANCE</p>	
<p>To start in a good way, we offer a Territorial Acknowledgement of the Nation(s) where people’s feet are touching Mother Earth. Sharing information about the Moose Hide Campaign helps reinforce that the work we are about to undertake is important, connected and ongoing.</p>	
<p>SUGGESTED SPEAKING NOTES</p>	
<p>► Begin by sharing your personal Acknowledgement of the Territory/Territories where you are. <i>Welcome friends. I want to begin by sharing a bit about The Moose Hide Campaign. It began as BC-born Indigenous-led grassroots movement to engage men and boys in ending violence towards Indigenous women and children. It has since grown into a nationwide movement of Indigenous and non-Indigenous Canadians from local communities, First Nations, governments, schools, colleges/ universities, police forces and many other organizations – all committed to taking action to end this violence against women, children and those on the gender continuum.</i></p>	
<p><i>Since the Campaign began over 10 years ago along the Highway of Tears, thousands of communities and organizations across Canada have held Moose Hide Campaign events and joined the annual Moose Hide Campaign Day ceremony and fast. People of all ages, genders and backgrounds are invited to take part in Moose Hide Campaign activities.</i></p>	
<p><i>The Campaign is grounded in Indigenous ceremony and traditional ways of learning and healing. A cornerstone of the Moose Hide Campaign is the moose hide pin. Wearing the pin signifies your commitment to honour, respect, and protect the women and children in your life and speak out against gender-based and domestic violence. To date, over six million moose hide pins have been distributed free of charge to communities, schools, and workplaces across Canada. The intention of wearing a pin is to show support and spark conversation, and our time together today is to deepen our thoughts and actions in support of this good work.</i></p>	

1 min	INTENTIONS AND FLOW
<p>BACKGROUND & GUIDANCE</p>	
<p>Sharing the intentions behind what brings the group together today helps people to settle in and understand what to expect.</p>	
<p>► Materials: Have a copy of the participant materials for each attendee in case they are needed.</p>	
<p>SUGGESTED SPEAKING NOTES</p>	
<p><i>The intention of our time together today is to create space and time for respectful dialogue to address the need to end gender-based violence. To cultivate safety and our individual and collective well-being we will be drawing on both Indigenous and western dialogue techniques. We will be referring to the agenda and participant information that was sent to you in advance. I have some copies, please let me know if you need one now.</i> ► Hand out participant materials as needed.</p>	

DETAILED FACILITATION AGENDA



5 min

CO-CREATE A LEARNING AND SHARING ENVIRONMENT

BACKGROUND & GUIDANCE

You are creating the foundation to hold space for people to show up as their full self, to hold tension. Cultivate a “calling in culture” - asking for what we need in a strength-based way that aligns our practice with how our brains work, and with the power of repetition, to create new neural pathways, habits, and tendencies. Participants are provided with suggested ways of being for a ‘dialogue agreement’. In this time, you are asking them to share what else they need to comfortably participate.

► **Materials:** Consider using a large sheets of paper/flip chart or other means to visibly display what the group decides upon.

SUGGESTED SPEAKING NOTES

We are seeking to co-create a learning and sharing environment. This is a key step in cultivating safe spaces for people to offer what they can and ask for what they need. To do this, we seek to identify what we need – shared ways of being - in the form of an agreement.

Neuroscience shows when we give feedback in a way that is negative or threatening, it activates the neurons in the amygdala and the behavior response we get is freeze, flight, fawn or fight. It also shows that when we give feedback that is positive it activates the neurons in the prefrontal cortex, the planning, thinking, compassionate part of the brain. This is what we are seeking.

I invite you to refer to your participant materials pages and offer any adjustments or new thoughts or intentions that we could consider in our time together.

- Silently count to 20 to give people time to gather their thoughts and courage to share. The following agreements could be offered:
- An invitation to listen with compassion and curiosity, with discernment rather than judgment.
 - An invitation to offer what you can and take what you need. If you need to step away to take care of yourself please do so. It also takes any hierarchy that exists and puts it on its side, recognizing shared leadership, a leader in every chair/screen. Some participants may need to excuse themselves temporarily or permanently from the dialogue due to the highly sensitive and for some, deeply personal nature of the topic.
 - An agreement to pause from time to time. Silence can be a powerful tool to ground oneself, recenter. We can show respect for each other by honoring each other’s words with silence.
 - Confidentiality, the personal stories we share we hold in confidence.

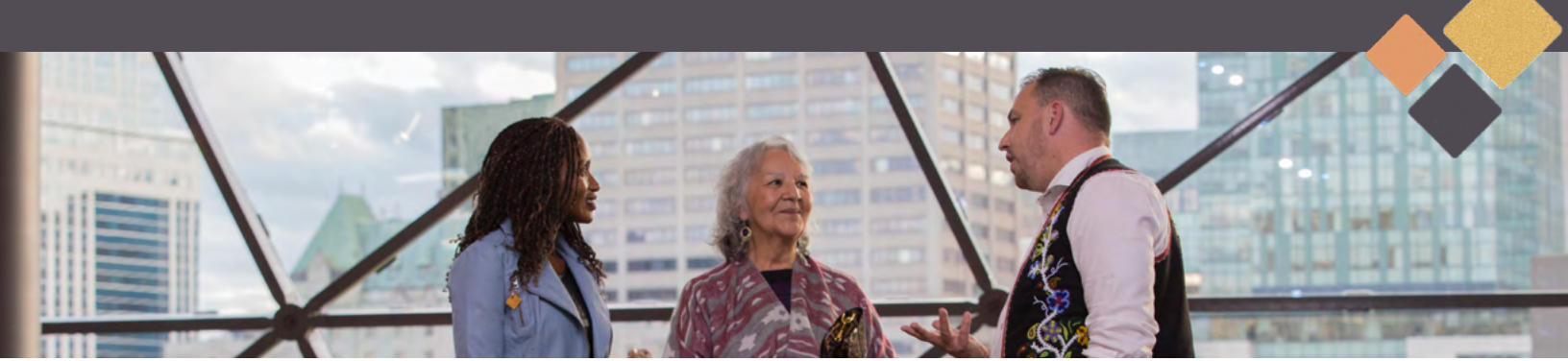
Once people have contributed, i.e. when no one has offered another agreement, and after quietly counting to 20, you may want to proceed by asking:

How do these agreements resonate? If they are landing well, can you show a head nod yes or no? Or perhaps a shrug of the shoulders if you are unsure? What can we do to make the agreement better?



DETAILED FACILITATION AGENDA

1 min	GROUNDING EXERCISE
<p>BACKGROUND & GUIDANCE</p> <p>A recommended practice is to lead people through a mindfulness grounding exercise to help embody the agreements. This aligns with neuroscience in terms of how our brains work. Helping people to shift from being in their amygdala (fear-based decision making part of their brain) and shift to their pre-frontal cortex, their compassionate, planning, thinking part of their brain. Leading participants through some movement and mindfulness is a way to embody the agreements just created.</p> <p>Lead your own grounding or draw upon the scripted brief meditation in the suggested speaking notes. As you begin, start to slow the pace of your spoken words. Role modeling the breathing, for example, after saying “take a deep breathe in” take a deep breathe and after saying “exhale” then exhale yourself.</p>	
<p>SUGGESTED SPEAKING NOTES</p> <p><i>To help us make space to embody the agreements we have created together, let’s take 2 minutes to ground ourselves. You are welcome to stand or to stay seated as I take us through an exercise so we can connect to ourselves in a good way.</i></p> <ol style="list-style-type: none"><i>1. Close your eyes OR look out at the natural world around you.</i><i>2. Feel your feet connecting you to the ground beneath you.</i><i>3. Take a deep breath in. Feel your body as you inhale.</i><i>4. Let a long breath out. Noticing your body as you exhale.</i><i>5. Follow your breath as it moves in and out of your body.</i><i>6. Allow your mind to come to rest on your belly or your chest or at the base of your nostrils.</i><i>7. Maintain awareness as you breathe in and awareness as you breathe out.</i> <p><i>I invite you to focus on your breath as we move through our journey together throughout our time together and come back to this deeper sense of connection whenever it serves you.</i></p>	



DETAILED FACILITATION AGENDA

5 min 

CHECK-IN AND INTRODUCTIONS

BACKGROUND & GUIDANCE

Even if you know one another well, please incorporate a check-in introduction exercise as it can be a very impactful and set a good tone for the rest of the conversation.

Check-ins seek to:

- Purpose presence in and with a group.
- Change interactions from the social pattern of speaking more impulsively.
- Transition of the group from the more rapid exchange common in social engagement and professional habit, to a more slowed and attentive pace.
- Amplify the connection between people and cultivate a realness of being human together.

The suggested speaking notes offer one approach. If you choose another, ask a question that invites people to share some of their story of who they are, or some of what they care about in relation to the topic, or some of what needs to be placed into the center so that they can be more present for the inquiry at hand.

Role model checking-in by going first or invite whoever is ready to start, assuring that people can pass if not ready when the talking piece comes to them. Those who choose to pass if not they are ready when its their turn to speak. They can speak the next time around if they so choose.

SUGGESTED SPEAKING NOTES

As a way to transition us into discussion, let's share introductions. I'll ask that you please tell us your:

- *Name (including traditional name, if you have one and sharing it is a practice within your culture)*
- *Where are your ancestors from, and what is your cultural identity/background (if you know it)?
What is in your heart?*

I'll begin and pass to my right. If you'd like to pass until later, please know that I will come back to you and it is okay if you still choose to pass as we have our agreement of no judgement. Going around the circle, please take no more than "#" minutes for your introduction.

► *My name is..., my ancestors are from....my cultural identity is....My heart holds....*

Ex. What is in my heart today are the young people and the impacts they are feeling from gender based violence.



DETAILED FACILITATION AGENDA

5 min 

DISCOVERY DIALOGUE - WHAT GIVES LIFE?

BACKGROUND & GUIDANCE

Appreciative inquiry is concerned with using strengths to grow, change, adapt, and improve. The Discovery phase is about appreciating the positive. During this time, we use a question to explore and identify strengths—of a team, organization, group, or individual.

Appreciative Inquiry calls for the mindset that there are no right or wrong answers - our realities are made up of the stories we tell ourselves and each other. The more people we include, the more we explore and discuss, the more likely we are to reach a shared understanding of the positive core.

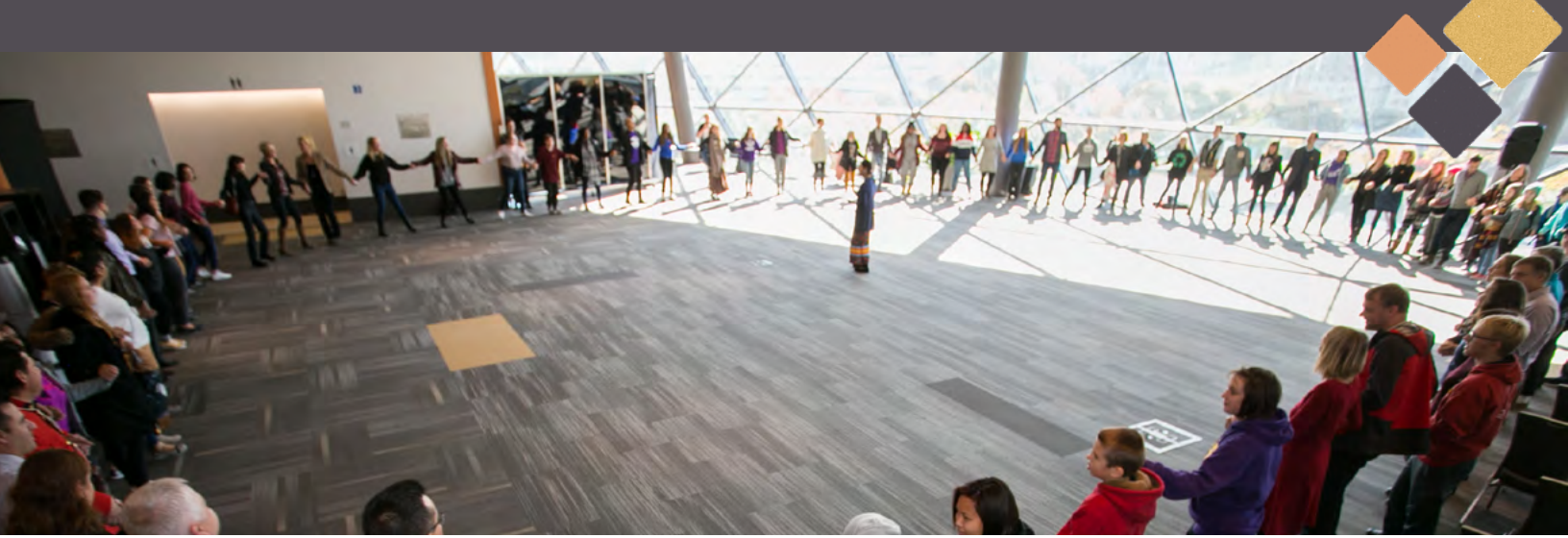
SUGGESTED SPEAKING NOTES

Life is a positive energy force.

This next 20 minutes are set aside to share based on the overarching question: “What gives life?” Think of this as something that you may be experiencing right now that brings a sense of hopefulness, well-being, optimism or enthusiasm to our time together.

Who would like to offer a thought about “What gives life?”

- ▶ Sharing an example to start off can help get quiet groups talking. An example could be “I am filled with hope and optimism that our time together today will give me new ideas and ways to be a better person and better ally in this good work.”
- ▶ Other examples could be
 - “Our leadership has given us time and space to engage in what can be difficult but none the less very important conversations.”
 - “We have all chosen to come together here today, giving of our time and energy to talk about ending gender-based violence.”
 - “Being part of this group makes me hopeful that our community will experience less violence toward women, children and those on the gender continuum in future generations.”



DETAILED FACILITATION AGENDA

10 min 

DREAM DIALOGUE - WHAT MIGHT BE?

BACKGROUND & GUIDANCE

In this part of the agenda, the goal is to envision what we want to happen. We ask questions about aspirations and wishes for a better future and dig deeper to uncover rich details and themes.

SUGGESTED SPEAKING NOTES

The intention in this time is to envision for our children, grandchildren and the generations to follow a world where there is not violence against women, children and those on the gender continuum. This is the foundation of our question “What might be?”

Imagine that it is 20 years from today - just one generation from now. Imagine that the world the children and grandchildren have inherited is a good world, a better world than the one you once knew. What does this new world look like? How and where do people live in greater harmony? What do you, me or others do differently? What can you envision? This is our DREAM, our what might be.

- ▶ Sharing an example of a personal dream can help get quiet groups talking. An example could be “I envision a future without derogatory jokes, images or name calling as a form of non-physical violence.”
- ▶ Feel comfortable asking for clarification to gain more insight. “Tell me more about that.”
- ▶ If participants are having a hard getting started talking, ask them to contribute just one single possibility.
- ▶ You may need re-state one or more the guiding questions to encourage diverse thoughts.
- ▶ Listen for themes that may emerge. Note what energizes people, what innovative or bold visions are shared.

10-60 min (OPTIONAL)

HEALTH BREAK/SHARE A MEAL

BACKGROUND & GUIDANCE

Consider providing healthy snacks and diabetic friendly options including sweeteners for tea and coffee. If opting to share a meal together, consider ‘potluck style’, to assist in relationship building and humanizing each other. If you are including a break, please adjust the overall conversation timeframe as it is not included in the 65 minutes.



PARTICIPANT MATERIALS

13 min 

DESIGN DIALOGUE - WHAT COULD BE?

BACKGROUND & GUIDANCE

The Design stage is about building upon the visions and ideas with the greatest potential. In co-constructing 'the ideal', the questions become slightly more specific and focused on clarifying. We seek what might stretch the realm of the status quo, challenge common assumptions or routines, and help suggest real possibilities that represent desired future.

► **Materials:** Pens and paper if free flow writing might be an option for your group. If free flow writing is used, suggested speaking notes are provided below.

SUGGESTED SPEAKING NOTES

The overarching question in this time is: "What could be?"

We are seeking to create a clear, compelling, affirmative image that could make our 'dreams' – the ideas we just shared – into realities. If you close your eyes and envision a situation that might not regularly occur now, but would in the ideal future, what action might be taken to achieve that?

Thinking about an ideal future, what can we do in this present tense to take steps toward our ideal futures? What 1 or 2 steps could we individually take? What could we do in partnership with others?

- Sharing a personal example can help get quiet groups talking. "As an individual, I could speak up when I experience a joke or image that is not appropriate."
- You might want to remind the group of some ideas that became powerful actions:
 - The annual Moosehide Campaign began because of a father/daughter discussion on a hunting trip.
 - Pink Shirt Day for anti-bullying began when two Nova Scotia high school students distributed pink shirts within their school.
- Offering a few minutes of quiet time to engage in free flow writing to capture individual thoughts before sharing back within the group could be a welcomed change of pace for some groups. Invite people to take the next few minutes of silently putting pen to paper or hands to the key board. The idea is not stop writing or typing. Do not worry about grammar or spelling. If it is easier use a list style, or begin a new sentence that includes a form of the prompt to give your mind a moment to generate a thought. Note you will not be asked you to share what you have written. Your free flow can be used to generate sharing a personal example.
- Consider modifying your approach a bit – if you have been passing speaking from person to person, try a 'popcorn' style that invites people to speak in any order. Remember to reinforce that it is ok to not speak or to step outside at any time.



DETAILED FACILITATION AGENDA

13 min 

DESTINY DIALOGUE - WHAT WILL BE?

BACKGROUND & GUIDANCE

We now ideally have images of a shared, positive future that leverages our strengths. The Destiny stage is about encouraging shared commitment and discussing how teams and individuals will help bring these ideas into being. This can be seen as distinct from traditional approaches in its focus on collective meaningfulness and purpose

SUGGESTED SPEAKING NOTES

This is taking us a courageous step forward – from what could be to “What will be?”

How can we empower ourselves and others to begin taking those small steps toward ending violence for women and children and those across the gender continuum?

What 1 or 2 actions can we as individual take this week? What about this month?

What actions might we take in partnership with other people? Other organizations? How could we spread our message?

- ▶ Sharing a personal example can help get quiet groups talking. “As an individual, I could look on the internet for words to help me verbalize to others that their joke or image that is not appropriate.”
- ▶ Ideas might include coming together again; Hosting or co-hosting others in a similar dialogue; Bringing this dialogue to a community centre, team meeting, etc.



DETAILED FACILITATION AGENDA

5 min 

MY ROLE IN ENDING GENDER BASED VIOLENCE

BACKGROUND & GUIDANCE

This time is to close the dialogue and allow each person to commit to an action that supports a better future.

► **Materials:** Pens and paper if you'd like to offer the option of taking a few minutes for personal reflection and have a physical take away.

SUGGESTED SPEAKING NOTES

We are nearing the end of our discussion time and have come such a long way!

We have shared:

- *Who we are.*
- *A vision of a better future that we see.*
- *A step we could take toward that better future.*
- *And an action we could take.*

We will now take a few minutes to think about how we can commit to carrying these actions forward as part of our day-to-day life and as people who have stepped up to contribute to making the world a better place.

As we prepare to leave this space and go back to our individual roles, communities, families and jobs, how will we take responsibility and ownership of our ideas?

Can you share an action that you are committed to taking?

► Sharing a personal example can help get people talking. "I commit to looking on the internet for words to help me verbalize to others that their joke or image that is not appropriate tonight. I am also going to put a follow up in my phone calendar every 2-weeks so that I can practice saying whatever I learn out loud until the words are second nature to me."

► Other ideas might include asking a member of the group to send everyone a check in email/text; asking for sharing of success or challenge stories; social media posts.

DETAILED FACILITATION AGENDA



5 min

SELF-CARE AND CLOSING

BACKGROUND & GUIDANCE

Before adjourning, we give attention to supporting the group in taking care of themselves and each other, especially if the conversations have been emotionally triggering.

Then thank everyone for their time and participation. If you have a meaningful approach that closes out in a good way, feel free to use it. Some like to end with a single word describing how they are feeling as a way to close the circle. This also gives the facilitator/host a sense of how the dialogue landed and if there is any additional follow up of care with individuals.

SUGGESTED SPEAKING NOTES

Thinking and talking about ending violence against women, children and those on the gender continuum raises the sad reminder that this is a still a part of the world we live in.

I want to offer a gentle reminder to check in with yourself and notice how you are feeling now, and to keep self-care in mind as you go through these next hours and days.

Self-care can come in many forms – comforting food, time outdoors and in nature, music, meditation, spiritual practice, time with pets or loved ones. What self-care practice will you do this week?

An important aspect of self-care is community care - supporting each other. Is there an action we could take following out time together that would help ensure we are all well?

► One community care idea is to have the host or other participant check in with attendees in the next week.

Let's close off with a brief exercise.

I extend an invitation for all to share something that you are leaving behind, and something you are taking away.

► An example might be “I am leaving behind gratitude that everyone was patient with me as a new facilitator who was looking at my notes a lot. I am taking away your thoughts, ideas, guidance, energy or openness to meeting again in the future “.

Alternatively if time is tight, extend an invitation to share one word, or three words on how you are feeling as a way to close the circle.

