



## Hosting a Moose Hide Campaign Kiosk

Hosting a kiosk is one of the most effective ways to raise awareness about the Moose Hide Campaign (MHC) and the issue of violence towards women and children. Connecting with people on an individual level is a powerful way to build awareness about this critical issue and promote personal commitment and involvement. This document is an overview of how to set-up and host a Moose Hide Campaign kiosk.

### What is a MHC kiosk?

A MHC kiosk is a physical space created by volunteers or MHC representatives to interact with people about the campaign. It's an ideal way to hand out Moose Hide pins and to promote participation in the campaign, including wearing the moose hide, attending campaign events and fasting.

A kiosk is usually set-up with the following:

- A table and chair
- Moose hide patches/cards for distribution
- One or more volunteers or MHC representatives
- Campaign information, such as the MHC one page overview

Other optional materials may include:

- Moose Hide Campaign visual branding, such as a banner
- A tent for shelter at outdoor events and festivals
- A laptop or screen to show videos of the founders and/or encourage people to [REGISTER](#) for the annual gathering and day of fasting (Feb 15, 2018)
- Coffee, tea and snacks



### Who can host a kiosk?

Anyone who believes in the campaign and is prepared to host people in a respectful way can set-up a MHC kiosk. While the campaign is designed to get men involved in addressing violence towards women and children, we encourage all people to participate in the campaign. If you host a kiosk, please inform visitors that you are a volunteer and not a representative of the Campaign. You can also inform the MHC campaign in advance to obtain valuable information about upcoming events and to find-out if a Moose Hide Campaign representative is available to join you.

### How to obtaining kiosk materials?

Campaign materials are available free of charge. Moose Hide pins, including animal-free synthetic versions, can be ordered online and delivered anywhere in Canada at [moosehidecampaign.ca](http://moosehidecampaign.ca). The MHC One Pager can be downloaded on our website for easy printing and distribution. For more information about hosting a kiosk including obtaining campaign banners or to inquire whether a campaign representative can join you, contact us at [info@moosehidecampaign.ca](mailto:info@moosehidecampaign.ca) or (250) 882-7018.

### Preparing to host a kiosk

- 1) Order moose hide pins online – they're free and ship anywhere in Canada.
- 2) Learn about the campaign by going to the website and reading about it.
- 3) Gather kiosk materials such as table and chairs, MHC pins, One Pager (download/print), tent (for outdoor events), laptop and videos on you tube, etc.
- 4) Contact the MHC to inquire about availability of banners and campaign representatives to join you.
- 5) Set-up and host your kiosk!

## Kiosk tips

- 1) **Prepare for common questions:** These include the history of the campaign, what the moose hide patch represents, why the campaign focuses on violence towards women and children (as opposed to all forms of violence) and how people can get involved. Learn the answer to these questions by visiting the website. If you don't know the answer to a question, just say so - and refer them to campaign staff.
- 2) **Have fun with it:** Engaging with others in a friendly way can be immensely rewarding. By hosting a kiosk and handing out pins you are doing something positive to help violence against women and children, which happens all too frequently in Canada and around the world. Remember you are not being asked to sell anything; while our non-profit society accepts donations, participation in the campaign is and always will be free.
- 3) **Sensitive information:** Given the prevalence of domestic and gender-based violence, it is possible that someone will share personal information, such as an experience of abuse. While it is important to listen and acknowledge their experience, it is also important not to press for additional information. Be mindful of confidentiality and encourage them to reach out trained professionals and services as appropriate. As well, you may want to familiarize yourself with local supports and services.

## What is the MHC?

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. Wearing the moose hide signifies your commitment to honour, respect, and protect the women and children in your life and to work with others to end domestic and gender-based violence.

Annual Moose Hide Campaign events invite all people to gather and stand up against violence towards woman and children. As part of these events, men are invited to fast for one day from sunrise to sunset as a way to demonstrate their commitment to ending violence against women and children.

The inspiration for the campaign came to co-founders Paul Lacerte and daughter Raven in 2011 during a moose hunt on their traditional territory along the Highway of Tears in B.C., where so many women have gone missing or have been murdered. It was mostly women who were involved in tackling this issue and they thought of a way to get men and boys more engaged. Since then, annual ceremonial fasts have taken place and close to one million squares of moose hide have been distributed to raise awareness about the issue of violence towards women and children.

Participation in the campaign can take various forms, including:

- Take the pledge to wear the moose hide pin to help end violence towards women and children
- Share the moose hide pins and talk about the campaign within your networks
- Attend a Moose Hide Campaign event (e.g. provincial gathering in Victoria on Feb 15, 2018) or start one in your organization or community, and for men, fasting for the day from sunrise to sun-set (health permitting)
- Learn about the historical treatment of Indigenous peoples and how you can support women's services

You can learn more about the MHC by contacting a representative or visiting the website: [moosehidecampaign.ca](http://moosehidecampaign.ca)

## Did you know?

- Every year there are over 60,000 physical or sexual assaults against women in BC – more than 1,000 per week
- One in three women will be sexually assaulted in her lifetime (Stats Canada, 2006)
- On any given night in Canada, 3,491 women and their 2,724 children sleep in shelters because it isn't safe at home.
- There were 1,181 cases of missing or murdered Aboriginal women in Canada between 1980 and 2012, according to the RCMP, with BC recording more than any other province (Native Women's Association of Canada, 2010). However, according to grassroots organizations and the Minister of the Status of Women the number is much higher, closer to 4,000.