



MOOSE HIDE
CAMPAIGN
CAMPAGNE
MOOSE HIDE

Hosting a Moose Hide Campaign Kiosk

Hosting a kiosk is one of the most effective ways to raise awareness about the Moose Hide Campaign 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 to promote personal commitment and involvement. This document provides information on how to set-up and host a Moose Hide Campaign kiosk, and how to do this safely during the COVID-19 pandemic.

What is a Moose Hide Campaign kiosk?

A Moose Hide Campaign kiosk is a physical space created by volunteers or Campaign 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 pin, taking the online pledge, fasting or attending a campaign event.

A kiosk set-up usually includes the following:

- A table and chair(s)
- Moose hide pins/cards for distribution
- Campaign information, [such as our brochure](#)
- Hand sanitizer or other safety materials that keep those visiting the kiosk safe and adhering to COVID-19 protocols.

Other optional materials include:

- Moose Hide Campaign visual branding, such as a banner
- A tent for shelter at outdoor events and festivals
- A tablet or laptop showing videos or encouraging people to register for an upcoming gathering or [take the online pledge](#)
- Coffee, tea and snacks.



Who can host a kiosk?

Anyone who supports the campaign and can host people in a respectful, COVID-safe way is welcome to set up a Moose Hide Campaign 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 Moose Hide 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.

Where can I find 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. The brochure can be downloaded on our website for easy printing and distribution (one page, double sided).

Preparing to host a kiosk

- 1) Ensure you can host your kiosk in a COVID-safe way: check current rules and protocols. If it's not possible, an alternative could be hosting a kiosk online.
- 2) [Order moose hide pins online](#) – they're free and ship anywhere in Canada.
- 3) Learn about the campaign by going to the website (view our videos, FAQs, etc.).
- 4) Gather kiosk materials (table and chairs, moose hide pins, brochure, laptop etc.)
- 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 reading our FAQs. If you don't know the answer to a question, just say so – and refer them to campaign staff.
- 2) **Keep COVID-safe:** Make sure your kiosk is conducted in a COVID-safe way. Check this kind of activity is allowed under current conditions and adheres to government protocols, as well as those of your workplace, community or wherever you plan to host the kiosk. Consider setting up the kiosk outside, only touch pins and cards with sanitized hands, provide hand sanitizer, wear a mask and maintain social distancing at all times. You could host a campaign kiosk online instead, holding a drop-in Zoom call. Check out our [Zoom backgrounds](#).
- 3) **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 end 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.
- 4) **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 to trained professionals and services as appropriate. You may also want to have contact information to hand for local supports and services for those affected by violence.

What is the Moose Hide Campaign?

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 challenged to fast for one day as a way to deepen their commitment to ending violence against women and children.

The inspiration for the campaign came to co-founders Raven Lacerte and father Paul in 2011 during a moose hunt on their traditional territory along the Highway of Tears in BC, where so many women have gone missing or have been murdered. Women were the ones most involved in tackling this issue and they wanted a way to get men and boys more engaged. Since then, annual ceremonial fasts have taken place and over 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:

- Wearing the moose hide pin to raise awareness about violence towards women and children
- Taking the online pledge to abstain from violence and speak out against it
- Sharing the moose hide pins and talking about the campaign within your networks
- Attending a Moose Hide Campaign event or starting one in your organization or community
- For men and anyone else interested, fasting for the day from sunrise to sunset (health permitting)
- Learning about the historical treatment of Indigenous peoples and how you can support services for women and children affected by domestic violence.

You can learn more about the Moose Hide Campaign by contacting a representative or visiting the website: 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)
- In 2014 there was a daily average of 7,969 women and children staying in shelters across Canada because it was not safe at home (Statistics Canada)
- 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 the number is much higher, closer to 4,000
- Domestic violence is preventable.