BRINGING THE MOOSE HIDE CAMPAIGN TO YOUR COMMUNITY OR ORGANIZATION

A HOW TO GUIDE
On May 12, 2022 join Indigenous and non-Indigenous Canadians from across Canada to support reconciliation and help end violence against all women and children.

Moose Hide Campaign Day is a day for connecting, learning and sharing, where you can hear from inspiring speakers, share experiences and join workshops. It’s a day of ceremony where we invite you to fast with us from sunrise to sunset in our #FastToEndViolence. Tune into the livestream or join us for our in-person Walk to End Violence in Victoria, BC.

Supporters are encouraged to wear and share the moose hide pins on the day (and every day!) and organize events with their organizations, schools or communities. Fasters will be supported on their fasting journey throughout the day. Events are free for anyone to attend.

Join us and register early at moosehidecampaign.ca
Did You Know?

Over 90% of people who joined Moose Hide Campaign Day 2021 reported feeling more motivated to end violence against women and children.

Over 78,000 students and staff joined Campaign Day last year and used the K-12 Learning Platform.

Sources provided at the end of the guide.
ABOUT THE MOOSE HIDE CAMPAIGN ...P.2
The Moose Hide Campaign is committed to ending violence against women and children. The inspiration for the Campaign came to co-founders Paul Lacerte and his daughter Raven in 2011 during a moose hunt on their traditional Carrier territory along the Highway of Tears in Northern B.C.

WAYS TO PARTICIPATE ...P.4
1. Wear the moose hide pin and take the online pledge
2. Attend or host a Moose Hide Campaign Day gathering and participate in the ceremonial fast
3. Host a kiosk and hand out moose hide pins
4. Involve your K-12 school or post-secondary institution
5. Volunteer

THE BENEFITS OF PARTICIPATING ...P.7
1. Help end violence
2. Create safer spaces and workplaces
3. Support reconciliation
4. Encourage healthy masculinity
... and many more!

IMPLEMENTING THE CAMPAIGN ...P. 8
1. Generate support from community or organization leadership
2. Plan and coordinate clearly and effectively
3. Share your participation with others
4. Use our free, ready-to-use resources
Acknowledgments and Gratitude
We are grateful to the Indigenous Elders, women, and youth who have guided the Moose Hide Campaign, and whose determined advocacy and leadership have raised awareness of the ongoing challenges of gender-based violence and missing and murdered Indigenous women and girls. Your wisdom, teachings, and guidance continue to inspire us to stand up and take action to end violence against women and children.

We express our gratitude to the many volunteers and funders across the country who are working with the Moose Hide Campaign to help end violence against women and children.

We respectfully acknowledge local Nations, Indigenous peoples and their the ancestral lands on which the campaign takes place.

Mussi Cho Hay’sxw’qa akurmiik kinanâskomitin Maarsii Miigwetch
Thank You Merci
Thank you for your interest in participating in the Moose Hide Campaign!

You are joining a growing number of communities and organizations across Canada who are standing up and taking action to end violence towards women and children.

The Moose Hide Campaign recognizes that all forms of violence are unacceptable, regardless of gender. We are also aware of the disproportionate number of women who are victims of domestic and gender-based violence and the importance of engaging men and boys in addressing this issue.

Our non-profit organization was founded in response to the disproportionate number of Indigenous women and children impacted by domestic and gender-based violence as well as the tragic reality that since 1980 there has been over 1,200 missing or murdered Indigenous women in Canada.

We are working with people from all backgrounds, genders, and ages to help create a safer world for all women and children.

About This ‘How to’ Guide

This ‘how to’ guide provides practical information and ready-to-use materials to enable your community or organization to successfully participate in the Moose Hide Campaign. This guide covers the following:

- **Background information** about the Moose Hide Campaign.
- **Ways your organization can participate** in the campaign and the benefits of doing so.
- **Tips for promoting** awareness and participation in the campaign.
- **Ready-to-use communications materials** to engage your members, clients or employees.
- **Basic terms of use** to guide your community or organization’s participation.
- **Online engagement** about the Moose Hide Campaign via social media.
- **Planning considerations** to facilitate seamless participation in the campaign.

We hope this ‘how to’ guide provides you with all the information and resources your community or organization needs to successfully participate in the Moose Hide Campaign.

If you have any questions, comments, or points in need of clarification, please do not hesitate to contact us – we would love to hear from you!

Contact us:
Email: info@moosehidecampaign.ca  | Tel: (250) 882-7018  | Web: moosehidecampaign.ca
About 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.

The inspiration for the campaign came to co-founders Paul Lacerte and his daughter Raven in 2011 during a moose hunt on their traditional Carrier territory along the Highway of Tears in Northern B.C. – where so many women have gone missing or been murdered.

Over the years, this idea has grown into a national campaign to engage all Canadians, with over 2,500 participating communities and organizations across the country, including First Nations, high schools, Friendship Centres, Post-Secondary institutions, government departments, private and non-profit sector organizations, and law enforcement agencies.

The Moose Hide Campaign’s key activities include:

- Distributing moose hide pins to individuals in participating communities and organizations.
- Organizing Moose Hide Campaign Day: the annual gathering and one-day fast.
- Supporting communities and organizations who organize their own events and activities.
- Providing education and outreach activities, resources, and services to participating communities, schools and organizations to raise awareness about domestic and gender-based violence.

Since the Campaign began in 2011, thousands of events and activities have been organized across the country, the vast majority of them by participating communities and organizations with no direct oversight by the Moose Hide Campaign organization. Over two million squares of moose hide have been distributed.

Events vary from large-scale gatherings with keynote speakers to small-group gatherings in community centres and workplaces with discussions and sharing circles. All of them share the same goal: to help end violence against women and children and to support healthy concepts of masculinity.

The Moose Hide Campaign believes that men and boys need to be fully aware of, and engaged in, the efforts to end domestic and gender-based violence. We invite people of all gender identities, backgrounds, and ages to participate in Moose Hide Campaign events and activities.

Here are some videos and documents about the Moose Hide Campaign:

- This is the Moose Hide Campaign (2 mins)
- Highlights from Moose Hide Campaign Day 2021 (5 mins)
- The Story of a Million Moose Hides (8 mins)
- Moose Hide as Medicine (2 mins)
- FAQs
Moose Hide Campaign and the COVID-19 Pandemic

The last few years have seen an unprecedented rise in domestic violence cases around the world as the COVID-19 pandemic places increased economic pressures on many families and restrictions limit social activity and movement, in many cases trapping victims with their abusers. The overcrowding experienced within many First Nation homes on reserve leave these communities particularly vulnerable to increased stressors and the risk of violence.

Federal consultations showed a 20-30% increase in rates of gender-based violence and domestic violence in some regions of Canada between March and April 2020. These figures highlight the ongoing importance of taking a stand against violence towards women and children.

We will be following current COVID-19 health protocols at our 2022 gathering to ensure every attendee's safety. It will also be possible to join the day online.

We ask that you follow local guidelines when organizing events and activities and find safe and innovative ways to engage with your community or organization. Bring the campaign to your online meetings with our virtual backgrounds.
By participating in the Moose Hide Campaign, you are joining a growing movement of communities and organizations across Canada who are standing up and taking action to end violence against women and children. Through a variety of ready-to-use and cost-free materials and resources, we aim to make participating in the Moose Hide Campaign’s events and activities as easy and accessible as possible.

**About Moose Hide Campaign Day – May 12, 2022**
Each year the Moose Hide Campaign comes together to strengthen our resolve to end violence towards women and children, to remember those we have lost, share our stories and struggles, grow closer through the experience of fasting and ceremony, and motivate one another with all that we have achieved.

Due to the ongoing COVID-19 pandemic, we will be following safety guidelines at the time of the event to keep attendees safe. The day will also be accessible online, including specialized remote workshops.

**What to expect on Campaign Day:**
- Ceremony
- Words from our co-founders
- Keynote speakers
- The Walk to End Violence
- Elders sharing knowledge
- Cultural workshops
- The one-day ceremonial fast

Coming together in ceremony is an important part of Moose Hide Campaign Day and key to the success of the day for your organization or community. Being in ceremony unites us and deepens our collective commitment to end violence.

**Information and support for fasters**
Fasting is a key practice within the Moose Hide Campaign movement to demonstrate a personal commitment to honoring and protecting women and children. If you or your organization or community decide to take part in the day of fasting, we recommend that you review the Moose Hide Campaign’s [Fasting Guide](#). Within this guide you will find important information to ensure the health and well-being of fasters as well as more information on why we fast.

“The Moose Hide Campaign provides a sacred space to contribute in our nation’s healing journey. It is a movement that calls upon people to speak up, take action, educate and support each other!”
– Senator Murray Sinclair, Chief Commissioner of the Truth and Reconciliation Commission
Ways to Participate in the Moose Hide Campaign

Your organization or community can participate in the campaign in several ways:

1. **Wear & share the hide and take the online pledge**
   You can participate in the Moose Hide Campaign by promoting its message and activities among your members or employees. This can include sharing our social media posts, displaying posters in your band office or talking about the campaign in your newsletters.

   Members of your community or organization, especially men, can wear a moose hide pin to show their commitment to honour, respect, and protect the women and children in their lives and to work with others to end violence against women and children. They can also take the online pledge and express their commitment to stand up against violence.

   You can [order moose hide pins here](#) free of charge. Non-leather synthetic Naugahyde pins are also available.

2. **Attend or host a Moose Hide Campaign Day gathering**
   Attending a Moose Hide Campaign event is a powerful way for members or employees in your community or organization to experience the transformative impacts of the campaign and to connect deeply with others committed to ending violence against women and children. People of all backgrounds, gender identities, and ages are welcome to participate in events.

   Attending Moose Hide Campaign events is an effective form of professional development that helps build cultural awareness and supports reconciliation. Many communities and organizations utilize the Moose Hide Campaign and its events to deepen their members’ commitment to violence-free spaces and as cross-cultural experiential learning.

   - If you are interested in organizing a Moose Hide Campaign event, read our guide: [Organizing a Moose Hide Campaign Event](#)
   - If you are interested in viewing past Moose Hide Campaign events, here is a [sample video with highlights from the 2021 Virtual Moose Hide Campaign Day](#), which included keynote speakers, sharing circles, a walk to the legislature, workshops, and a fast-breaking ceremony and community feast.

3. **Host a kiosk and hand out moose hide pins**
   Key to successfully engaging your community or organization in a Moose Hide Campaign event is promoting participation beforehand. [A Moose Hide Campaign kiosk](#) is an effective way to distribute pins, share information about the campaign, and encourage your members to [register](#) for Moose Hide Campaign Day.
As Moose Hide Campaign Day 2022 will be accessible online, it will be easy for members or employees to attend from their home or office.

Due to the COVID-19 pandemic, we encourage everyone to follow COVID-19 safety protocols when hosting a kiosk or self-serve table. This includes ensuring the availability of hand sanitizer, physical distancing and wearing a face mask when distributing pins. Tools and resources for hosting a kiosk can be found in the toolkit section of this guide.

4. **Involve your K-12 school or post-secondary institution**

   **K-12 Schools**

   Over 78,000 students, teachers and staff participated in Campaign Day last year, as well as using the online K-12 Learning Platform.

   The Moose Hide Campaign is inviting administrators, teachers, and students from across Canada to embrace the message of honour, respect and protection for all women and children. The Education Team is busy developing new resources to support teachers and students to build awareness of and commitment to ending violence against women and children.

   Through the Moose Hide Campaign learning platform, teachers and students can access materials to engage in meaningful conversations about violence towards women and children in Canada. Currently, you will find a step-by-step learning pathway to support teachers with an inquiry-based approach to these critically important issues.

   In addition, there will soon be three separate guides available for Early Years, Middle Years and High School Years. Each will help teachers navigate the sensitive nature of these topics and offer suggestions for lesson plans that are age-appropriate and gradual in nature.

   We are excited to offer ways to use the Moose Hide Campaign movement at all ages throughout the education journey and invite you to check back regularly for new materials and ideas. Get your school involved and find out more: [education.moosehidecampaign.ca](http://education.moosehidecampaign.ca)

   **Post-Secondary Institutions**

   Post-secondary institutions across Canada are embracing the Moose Hide Campaign as a way to create safer spaces, both on and off campus, and as a way to support reconciliation and inclusion.

   It’s easy and free for your post-secondary Institution to participate in the Moose Hide Campaign.
Wear and share the moose hide pin and participate on Moose Hide Campaign Day.

The Moose Hide Campaign’s Ambassador Campus Initiative aims to stop gender-based violence by creating safer campuses and student communities across Canada. Learn how, through a set of campaign actions, your post-secondary can achieve the Moose Hide Campaign Ambassador Campus designation, demonstrating your commitment to reconciliation and addressing violence.

5. **Volunteer**

Another great way to engage your community or organization in the campaign is to encourage your members or employees to volunteer. Moose Hide Campaign volunteers are a driving force in the campaign. They can get involved by handing out pins, promoting Moose Hide Campaign Day or helping to plan events and activities. **We are so grateful for all our volunteers’ support.**
Benefits of Participating in the Moose Hide Campaign

There are many benefits of participating in the Moose Hide Campaign, including:

- **Helping end violence.** Participating in the campaign signals your community or organization's commitment to standing up against violence towards women and children.

- **Creating safe spaces and workplaces.** Your organization, workplace, or community can utilize the campaign to raise awareness about gender-based violence and help create environments that are free from harassment and violence.

- **A low-cost option with big returns.** Cost-free resources and events like moose hide pins make participating in the campaign easy and cost-effective for your organization.

- **Supporting reconciliation.** Involvement in the Campaign promotes implementation of the Truth and Reconciliation Commission Calls to Action and the UN Declaration on the Rights of Indigenous Peoples. Participating in the Moose Hide Campaign also demonstrates commitment to addressing the tragic reality of missing or murdered Indigenous women and girls in Canada and the Calls for Justice of the National Inquiry.

- **Promoting cultural sensitivity and anti-racism.** The Campaign helps increase cultural sensitivity and understanding of the intergenerational impacts of colonization and residential schools. It is a practical and effective way to help address racism against Indigenous peoples.

- **Empowering professional development.** Engaging in the Moose Hide Campaign and particularly the annual gatherings helps individuals gain experience in cross-cultural relations and build tangible skills to promote violence-free spaces.

- **Encouraging healthy masculinity.** The campaign is an effective way to help guide men and boys in developing healthy behaviours and concepts of masculinity.
Please note that the COVID-19 pandemic will impact the way communities and organizations are able to participate in the Moose Hide Campaign. Please follow all heath and safety guidelines and protocols, particularly around in-person meetings and gatherings. Some of the activities below may not be feasible, but may inform your thought process on creative ways to engage during and after the pandemic.

In our experience, communities and organizations are most successful in realizing the benefits of the campaign when the following takes place:

1. **Buy-in and sponsorship by the community or organization’s leadership.** This can be expressed in several ways, including:
   - A message from leaders within the community or organization inviting people to participate in the campaign.
   - A video from a leader in the community or organization. See sample videos from:
     - Dr. Evan Adams, Chief Medical Officer, First Nations Health Authority
     - Kevin Brosseau, Deputy Commissioner, RCMP

2. **Internal efforts within the community or organization to drive participation,** including:
   - Effective communications about the campaign with invitations to participate and register through newsletters, email updates, social media, and messaging on internal platforms (e.g. intranet).
   - The distribution of moose hide pins and cards, which can be ordered free of charge and delivered anywhere in Canada [here](#). A kiosk or self-serve table can also be set-up to distribute the pins and raise awareness about the campaign.
   - Members or employees being asked to blog or post on social media about their experience with the campaign and why they are participating or fasting.

3. **Genuine belief in the values of the campaign and the safety of participants,** including:
   - **Right intentions:** Organizations participate with the intent to promote healthy relationships and meaningfully address issues of gender-based violence.
   - **Respect for Indigenous protocols and cultures:** The Indigenous roots of the campaign are honoured by setting expectations of inclusive and discrimination-free spaces, and calling on the guidance of Indigenous Elders and cultural leaders.
   - **Safety:** Steps are taken to ensure all people who participate in the campaign feel safe and supported whenever possible, and that supports are in place in case people feel triggered or choose to make disclosures. Violence affects more people than we realize and participation in the campaign can help surface difficult emotions and conversations.

4. **Effective planning and coordination, with participation options clearly laid out,** including:
   - Clear participation details (location, time, etc.).
   - Supervisor permissions for employees or members to engage with the campaign.
   - Support for those who are fasting, including access to the [fasting guide](#).
   - Ensuring everyone is comfortable, including providing refreshments for those not fasting, ensuring there is comfortable seating and making provisions for the weather, especially for Elders, pregnant women and children.
• Providing multiple participation options to suit individual preferences and schedules, such as: wearing the moose hide pins, attending an event in person and fasting for the day (health permitting), participating in an online workshop, watching a livestream of the event from one’s desk, posting on social media (“I’m fasting for...”), taking the online pledge or volunteering at an event. Due to the COVID-19 pandemic, people may consider online alternatives for engaging with members and employees, including joining Moose Hide Campaign Day 2022 remotely.

5. Organizations share information about their participation in the campaign. Organizations who communicate externally about their participation in the campaign tend to benefit by increasing their profile, generating excitement, and creating new relationships. Great ways to do this:
   • Tell your clients or partners about your involvement through print or online materials
   • Use social media to engage with the campaign and tell your followers about it
   • Capture images, make videos and track impacts of your participation in the campaign (e.g. in annual reports, stories online, etc.)

We’d love to hear about your involvement in the campaign! Please send us your images and share your stories. You can email us directly at info@moosehidecampaign.ca or connect with us on social media.
Supporting the Moose Hide Campaign on Social Media

The Moose Hide Campaign is a social movement. To be successful in changing the culture and starting conversations, we need widespread support. Please support the campaign through your social media networks and help us connect with other Canadians – and the world!

Ways your community or organization can get involved through social media:

1. Follow us on...
   • Facebook: facebook.com/moosehidecampaign.ca
   • Twitter: twitter.com/Moose_Hide
   • Instagram: instagram.com/moose_hide_campaign
   • YouTube: youtube.com/channel/UC0DP1F768xx8Spu8UMlYiew

2. Share, retweet, and comment on our posts – your engagement is what drives the movement.

3. Tag Moose Hide Campaign accounts in your posts – we love hearing feedback from the Moose Hide Campaign community and seeing what you’re doing to help start conversations.

4. Invite friends and family to watch our videos, follow our social media accounts and share upcoming events.

5. Encourage your followers to register for the May 12, 2022 Moosehide Campaign Day and learn more about the campaign.

6. Post content across social platforms that promotes gender safety and reconciliation, and be sure to tag us. We encourage you to use the hashtags #MooseHideCampaignDay and #FastToEndViolence leading up to Moose Hide Campaign Day – and #MooseHidePledge for pledges.

7. Post content on what’s happening in your community to support the Moose Hide Campaign! We would love to share what you’ve been up to.

8. Send us direct messages on any platform, we’ll be sure to respond to any questions or comments that you may have about the campaign.

Relationship with The Moose Hide Campaign: Terms of Use

Organizations that support the objectives and values of the campaign are welcome to participate in it and utilize its materials, events, and activities.

Organizations that support the mandate, values, and terms of use of the Moose Hide Campaign as stated in the statement of intent are also welcome to host their own Moose Hide Campaign events and kiosks.

We encourage all those interested in hosting public Moose Hide Campaign events to contact us so we can promote your event and provide support.
Statement of intent on use of the Moose Hide Campaign

In participating in the Moose Hide Campaign, I/we will promote the values and goals of the Moose Hide Campaign, including a commitment to inclusivity, non-violence, and respect for Indigenous peoples, cultures, and protocols. As supporters of the campaign, I/we will not claim to represent the Moose Hide Campaign or act in a way that may lead others to believe that we are acting on behalf of, or directly affiliated with, the Moose Hide Campaign. I/we will act in good faith to promote the safety of all people involved in campaign-related activities and ensure the good reputation of the Moose Hide Campaign Development Society.

Fundraising and Donations

The Moose Hide Campaign is a non-profit organization committed to ending violence against women and children. Moose hide pins and events have always been free and always will be. We want to make the campaign accessible to everyone.

If you are organizing a fundraising effort in the context of the campaign, we encourage you to donate the funds to your local shelter or women's groups and mention that the funds were raised in the context of the Moose Hide Campaign.

We are grateful for the generosity of our partners and everyday donors. If you would like to help us grow our grassroots movement through a financial or material contribution, please reach out to our campaign office. As a registered charity we are able to issue receipts for charitable donations.
TOOLKIT: LINKS AND RESOURCES

This section contains links to useful campaign materials, sample communications and online media to help you deploy the Moose Hide Campaign in your community or organization.

**Campaign Materials**

**Key guides:**
- Frequently Asked Questions (FAQs)
- Hosting a Moose Hide Campaign kiosk
- How to organize a Moose Hide Campaign event
- Our Fasting Guide

These and other resources can also be found on our website.

**Moose Hide Campaign Day 2022 communications materials:**
*(available in our online folder)*
- Event flyer, poster and editable poster (PDF and Word formats)
- Social media banners and graphics, signature blocks, virtual meeting backgrounds and other assets
- The campaign logo in various formats and sizes
- Campaign pictures available for use

**Sample social media post and guidelines:**
- *We’re joining #MooseHideCampaignDay on May 12th! Wear and share the moose hide pin and stand with us against violence towards women and children. Register now: moosehidecampaign.ca*
- More social media messages and assets can be found in our Social Media Guidelines, available in our online folder ahead of the event.

**Moose Hide Campaign Videos**

See below a selection of Moose Hide Campaign videos. Visit our YouTube channel for more.
- *This is the Moose Hide Campaign (2 mins)*
- *Highlights from Moose Hide Campaign Day 2021 (5 mins)*
- *The Story of a Million Moose Hides (8 mins)*
- *Moose Hide as Medicine (2 mins)*

**News Articles About the Moose Hide Campaign**

1. How to talk to your kids about the history of residential schools - [Global News](https://globalnews.ca)
2. Pandemic exacerbating issues at core of Moose Hide Campaign to end violence - [CBC News](https://cbc.ca)
3. Annual Moose Hide Campaign goes virtual to help end violence - [CTV News](https://ctvnews.ca)
4. Moose Hide anti-violence campaign celebrates 10 years with online events - [Times Colonist](https://timescolonist.ca)
5. Premier, minister’s statement recognizing Moose Hide Campaign - [Government of BC](https://gov.bc.ca)
6. ‘It’s long overdue for us as men to get involved,’ says creator of Moose Hide Campaign - [Global News](https://globalnews.ca)
8. David Suzuki: Confronting the crisis of violence against indigenous women and girls in Canada - [Georgia Straight](https://georgiastraight.ca)
9. Scott Fraser speaks in support of Moose Hide Campaign - [Alberni Valley News](https://alberniavnews.ca)
10. Moose Hide Campaign reaches milestone with 1 million pins - [APTN New](https://aptn.ca)
‘Did You Know?’ Sources:


“I am full of gratitude and hope and love for everybody that has supported the Campaign so far. I am excited to see where it goes from here!”

– Raven Lacerte, Moose Hide Campaign Co-Founder