



MOOSE HIDE
CAMPAIGN
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MOOSE HIDE

Moose Hide Campaign 101

Introduction

This workshop is designed to introduce students and teachers to the Moose Hide Campaign.

Through this video you will meet the people, the story and the purpose of the Campaign. You will come to understand the importance of the culturally-grounded approach and message, including the moose as a significant symbol of connection to land and traditions.

You will encounter an overarching theme of the Moose Hide Campaign as an Indigenous innovation offered as medicine for a Canadian illness.

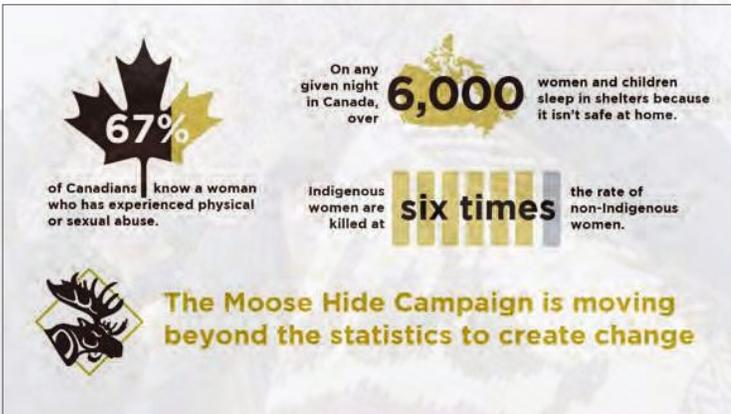
Key Take-Away

- 1 The Moose Hide Campaign is an Indigenous innovation for all Canadians.
- 2 The Moose Hide Campaign calls on men and boys, and all Canadians, to stand up against violence, to create safe places and to build reconciliation.
- 3 By wearing a moose hide pin, you are making a personal commitment to live non-violently and to stand up against violence.
- 4 The moose hide pin is a small piece of medicine, carrying cultural significance, shared with all Canadians to inspire real change.
- 5 How to have a conversation about the moose hide pin and the Moose Hide Campaign.

Discussion Questions

Before Viewing

1 Think about the following:



- 2 Is domestic violence, or gender-based violence something that we talk about very often or very easily?
- 3 How much do we know about the Indigenous peoples of our area and their cultural traditions?
- 4 What makes something 'medicine'?

Middle Years:

- 1 In what ways is the moose a central figure in the story of the Moose Hide Campaign? How does it connect us to the Carrier culture and some of the traditional practices of that nation?

- 2 What is a tradition your family has or what is a tradition you would like to start?

- 3 What does it mean to you to 'heal' from something?

- 4 What are some ways you can do that for yourself?

Senior Years:

- 5 How would the world look if there was no violence?
- 6 What would look different in your life if there was no violence?
- 7 In what ways do you think the Moose Hide Campaign helps to reduce violence?
- 8 The Campaign calls on men and boys in particular to take a stand against violence. How do you think men and boys could benefit from taking part in the Campaign?

Post Viewing

Suggested Follow-up Activities

- 1 Get involved in the campaign! Learn about it and wear the pin. Think of some creative ways you can spread the message of non-violence to your school and community.
- 2 Go to the [Moose Hide Campaign website](#) and Make a Pledge!
- 3 Animals are a very important part of Indigenous cultures. Find out which animals are important to Indigenous people in your area. How is or was the animal used by the local nations – for food, for shelter, for medicine, for spiritual reasons.
- 4 The moose hunt is part of the traditional practices of the Carrier Nation in central British Columbia. Invite a local elder to come to your class to speak about local traditions in your area.
- 5 Have a class discussion about one way you could make your community safer for women and girls. Write a letter to a leader in your community to see if that change can be implemented. Offer to help raise money or get involved in another way. An example might be to add lighting or video monitoring to a public space.

