

# THE STORY OF THE

# *Moose Hide Campaign*



***Recommended for grades 5-12***



MOOSE HIDE  
CAMPAIGN  
CAMPAGNE  
MOOSE HIDE

The Moose Hide Campaign is a grassroots initiative to end gender-based violence across Turtle Island. Join us to learn about how the Moose Hide Campaign began and how it aims to create a cultural shift that we so desperately need. From a small movement of 20 people to giving out our 4 millionth moose hide pin; we are bringing about change and we are creating a safer place for everyone.

You will hear about the epidemic of violence towards women and gender diverse people and how men and boys are called in to become part of the solution and part of the change needed.

This resource touches on issues of health masculinity, gender-based violence, and advocacy. There is mention of MMIWG2+ and violence, we recommend previewing this resource to ensure it is suitable for your class.



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# The story of the Moose Hide Campaign

## Discussion questions:

- How do you think the pin is helping to start conversations?
- Why do you think moose hide was used and what do you think the meaning behind it is?
- The campaign began with less than 20 people and has now grown into a movement that can be found in every part of the country. Why do you think so many people have grasped onto the campaign and supported it?
- What does healthy masculinity mean to you? How can we foster healthy masculinity?
- Why do you think there are such high rates of gender-based violence on university and college campuses?
- What does wearing the moose hide pin mean to you?

On the lines below write down 3 key points that you can tell people about the Moose Hide Campaign, the pin, and why you are choosing to wear one.

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## **Activity:**

In the moose hide pin below create a piece of art that showcases what the Moose Hide Campaign means to you. You can use a variety of mediums from cut out picture collages to drawings or paintings. When you are finished cut out the pins and display them in your classroom.

