



MOOSE HIDE
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MOOSE HIDE

Hosting a Walk to End Violence in your community?

This guide will support you in planning and leading a meaningful one-hour walk event on Moose Hide Campaign Day. You are invited to follow this guide and, also, to make an event your own in a way that will be meaningful for your community.

About the Moose Hide Campaign

The Moose Hide Campaign is an Indigenous-led grass roots movement dedicated to ending violence against women, children and gender diverse peoples. Founded over a decade ago along the Highway of Tears, it has grown into a nationwide initiative uniting Indigenous and non-Indigenous communities, schools, governments, organizations and all sectors of society.

At its core, the campaign is grounded in Indigenous ceremony and traditional ways of healing. The **moose hide pin** symbolizes a commitment to honor, respect, and protect women, children and gender diverse peoples while standing against gender-based violence. Over seven million pins have been distributed across Canada.

Tips for Success

Logistical planning resources are available [here](#), including posters, social media posts, handouts and more. Select a meaningful location for your event, this could include:

- A nearby green space or body of water
- A route that honors Indigenous culture, presence, and history
- A safe and accessible starting point

Resource Links for Optional Exploration

- [Moose Hide Campaign](#) and [We Are Medicine](#)
- [National Inquiry into Missing and Murdered Indigenous Women and Girls](#)
- [A Dialogue Guide for Facilitators and Hosts](#)

Thank you for hosting a **Walk to End Violence** and for being part of this movement toward healing and change.



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Optional Agenda

5 -10 minutes

Welcome and Overview

- [Acknowledge](#) the First Nations territories you are on.
- Ground the group with a moment of reflection, and a reminder of available counseling services.
- Provide Moose Hide pins for participants who do not already have one.
- Set the tone for a reflective and empowering walk.

20 minutes

Reflective Walk

Encourage participants to walk mindfully, alone or in pairs, invite them to reflect on:

- **Personal Resilience:** Recall a time you overcame a challenge. How does that strength contribute to a future free from violence?
- **Honoring Strength in Others:** What can we learn from the resilience of those affected by violence? How can we support them?
- **Empowering Change:** What actions can you take today to help break the cycle of violence in your community?
- **Strength in Community:** How can we build supportive networks that foster healing and prevent violence?

20 minutes

Gathering to Learn, Share & Reflect

After the walk, convene in a quiet space to deepen engagement with the campaign.

Play the campaign video: [The Story of the Moose Hide Campaign](#) (6 minutes).

5 minutes

Closing & Acknowledgements

- Express gratitude to participants for their presence and commitment.
- Emphasize the importance of ongoing self-care and community care.
- Encourage continued engagement with the Moose Hide Campaign and our shared vision to end gender-based violence.
- Please encourage participants to register on the [Moose Hide Campaign website](#) to support event organizers to track participation across Canada.