



**MOOSE HIDE
CAMPAIGN**

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Aligning with Ontario Education (K-12)

The Moose Hide Campaign education approach for learning supports Ontario Education policy priorities and implementation of Human Rights, Equity and Inclusive Education.

Ontario's Commitment to Reconciliation & Indigenous Education

The Moose Hide Campaign is an Indigenous-led initiative that is grounded in Indigenous knowledge and lived experience:

- Educational resources centre Indigenous voices and contemporary realities
- Supports reconciliation through relationship building, responsibility, and suggestions for action
- Encourages respectful, collaborative engagement with local Indigenous communities
- Strengthens Indigenous student engagement by learning with Indigenous role models, who affirm their identities and worldviews

Ontario Human Rights, Equity & Inclusive Education Principles

The Moose Hide Campaign supports the implementation of these principles by creating environments grounded in respect and dignity:

- Views student engagement as being directly correlated to well-being
- Identifies violence prevention as an equity issue
- Provides explicit learning about healthy relationships through dialogue, modelling and reflection
- Culturally responsive and relevant pedagogy (CRRP) is a core value

Preparation for Citizenship and Future Success

The Moose Hide Campaign believes that learning deepens over time, where concepts are revisited with increasing complexity. Content is age-appropriate and framed with trauma-informed best practices to scaffold students as they gain agency, and imagine their contributions to positive futures:

- **K-3:** Care, Kindness, Belonging
- **4-6:** Respect, Responsibility, Community
- **7-8:** Identity, Consent and Accountability
- **9-10:** Equity, Systems, Citizenship
- **11-12:** Leadership, Reconciliation, Action



*Raven Lacrete with her daughter
at Campaign Day*



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Lesson Plan Examples

Primary Division (K–3)

Language (English)
Health & Physical Education
Social Studies
Arts

Lesson Link: [Making Friendship Bracelets For Moose Hide Campaign Day](#)

Introduces the Moose Hide pin as a symbol of care, kindness, respect, using story and circle-based learning to support empathy, emotional language, safety, and belonging, without explicit discussion of violence.

Junior Division (4–6)

Language (English)
Health & Physical Education
Social Studies
Arts

Lesson Link: [The Medicine Within](#)

Deepens understanding of respect, accountability, and empathy through age-appropriate discussions of harm and fairness. Introduces the pin, and Campaign Day as collective care and shared responsibility.

Intermediate Division (7–8)

Language (English)
Health & Physical Education
Social Studies
Arts

Lesson Link: [Finding Your Voice: A Journey Through Music and Identity](#)

Builds understanding of consent, boundaries, and respectful relationships. Centres Indigenous leadership, and elevates student voice through dialogue, creative expression, and collective action.

Junior Secondary (9–10)

English
Social Studies
Civics
Health & Physical Education
Arts

Lesson Link: [Redefining Strength: Healthy Masculinity and Ending Gender Based Violence](#)

Critically examines gender-based violence, media and narratives. Through campaign day, connects civic action to UNDRIP, the TRC Calls to Action, and the MMIWG2S Calls for Justice.

Senior Secondary (11–12)

Indigenous Studies
English
Social Sciences
Career & Guidance
Arts

Lesson Link: [Violence Against the Land and People](#)
Centres student leadership through peer education, mentorship, and creative advocacy, integrated across curriculum areas and grounded in critical reflection on justice, reconciliation, healing, and social change.