



MOOSE HIDE
CAMPAIGN
CAMPAGNE
MOOSE HIDE

Overview

The annual Moose Hide Campaign Gathering and Day of Fasting is an experiential training and professional development opportunity focused on Indigenous cultural agility and protocols, reconciliation and developing healthy approaches to addressing domestic and gender-based violence. Everyone is invited to register for Moose Hide Campaign Day through the [Moose Hide Campaign website](#).

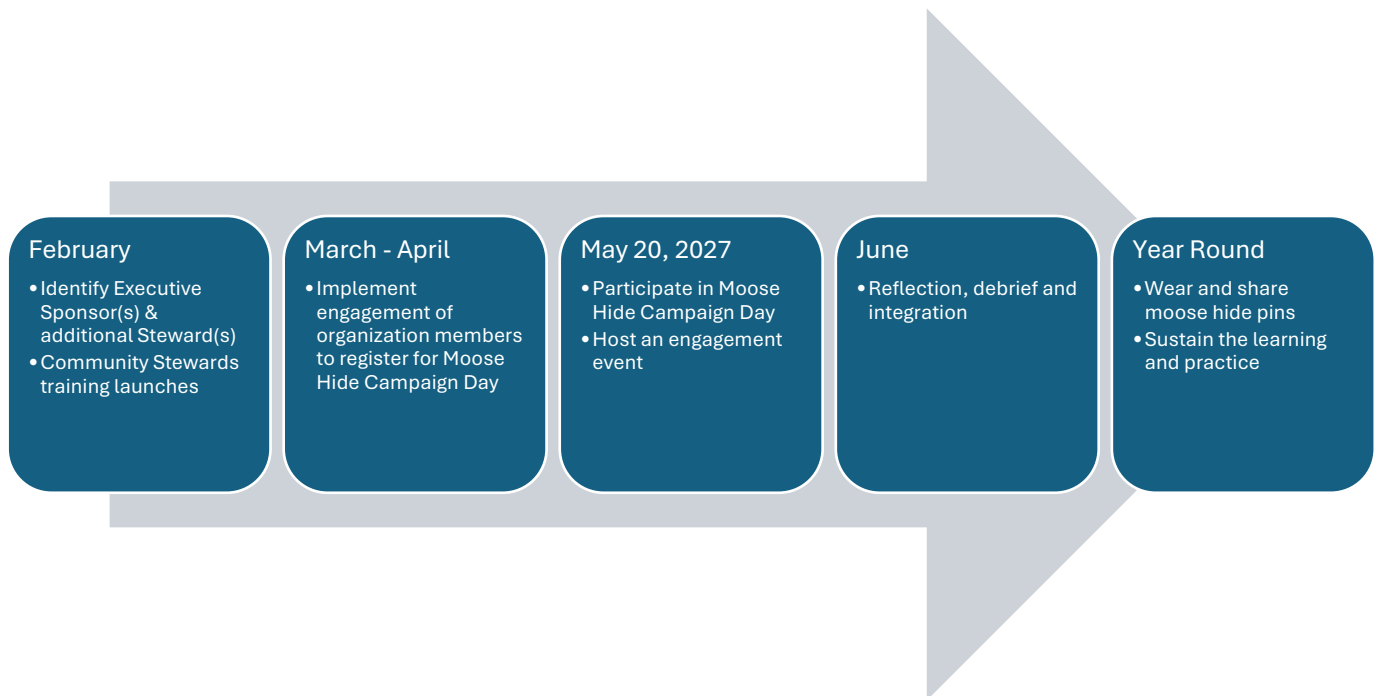
Since the campaign began along the Highway of Tears, thousands of communities and organizations across Canada have held Moose Hide Campaign events and joined the annual Moose Hide Campaign Day ceremony and fast. People of all ages, genders and backgrounds are invited to participate in Moose Hide Campaign ceremony and activities. Everyone is invited to wear the Moose Hide pin on Moose Hide Campaign Day and every day of the year.

Building on a scalable and flexible model that has proven to be effective in engaging the BC Public Service, Crown Corporations and Health Authorities. In 2025, 303,000+ participants registered and engaged in fasting, workshops, and ceremonies. British Columbia represented more than one third of participants, and the BC Public Sector represented one eighth of BC and four percent of the total participation.

Moose Hide Campaign Day will be livestreamed on May 20, 2027 with [Walks to End Violence in locations across Canada](#).



**MOOSE HIDE
CAMPAIGN**
**CAMPAGNE
MOOSE HIDE**



Audience

Existing and new supporters, men and boys active in the women's and gender diverse rights movement, those interested in Indigenous, women's and gender diverse rights – from all cultures, backgrounds and genders, those working in schools, universities and in government, Indigenous communities, local, provincial, national and sector media, social media influencers and celebrities. An all-society inclusive approach is needed to address this systemic issue.



MOOSE HIDE
CAMPAIGN
CAMPAGNE
MOOSE HIDE

Communications Objectives

- Raise awareness of the rise in domestic violence and the Moose Hide Campaign as a preventative intervention.
- Promote Moose Hide Campaign Day 2027 to potential and existing supporters, driving registrations, participation in workshops, visits to the event web space and livestream views.
- Drive interest in the **#FastToEndViolence** as a moment of solidarity, encouraging sign-ups, developing supporting content for those taking part and covering the stories and experiences of those participating.
- Publicize actions happening around the country on the day across media and social media, sharing this national moment of hope and activism.
- Support cross-sector partners and influencers to share our messages on their platforms and with their networks.
- Create long-term supporters of the campaign through ongoing stewardship.

Communications Strategy

February

- Identify Executive Sponsor(s) and additional Stewards with [Executive messaging](#) and onboarding with Community Steward Circles.
- Stewards are invited to attend a Community Stewards Circle to support organizational participation in 2027 Moose Hide Campaign Day.
- Tailor the Moose Hide Campaign communications plan template to integrate into organization communications plan supported with Campaign communication assets.
- [Order pins](#) for your organization.



MOOSE HIDE
CAMPAIGN
CAMPAGNE
MOOSE HIDE

March – April

- Launch engagement
 - By reviewing the [Promising Practices Portal](#) to see the full suite of resources available to support you and your team in meaningful engagement.
 - Executive messaging acknowledging the Moose Hide Campaign, its impact and encouraging participation on May 20.
 - By hosting kiosks at office entrances and virtually.
- Onboard new and past Stewards through the Community Steward Circles.
- Schedule five to 20 minutes in divisional and branch all-staff meeting agendas to invite staff to Moose Hide Campaign Day and learn about its importance and impact.
- Host a session engaging male-identifying executive and people leaders to share why the Moose Hide Campaign is important to them and how they are participating this year (optional).
- Schedule a dedicated Moose Hide Campaign session and/or build into upcoming staff engagements (recommended).

May 20

- Participate in ceremony, the livestream, and workshops. Plan to attend the walk together as a team or organize a walk in your community.
- Consider hosting a morning online and/or in-person organizational launch of Moose Hide Campaign and stream the plenary. Consider Executive speakers and open to staff voices.
- Consider hosting and/or attending a Walk to End Violence.
- Consider hosting a post lunch hour online gathering – who am I fasting for and why. Schedule a post-lunch online organization-wide event to support fasters.

June

- Host a post event organizational debrief for reflection and integration of learning into practice.



MOOSE HIDE
CAMPAIGN
CAMPAGNE
MOOSE HIDE

Fall / Winter: Sustaining the Learning and Practice

- Enroll in We are Medicine online learning
- Host small groups in dialogue on ending gender-based violence within your organization to surface action.
- Host one or a series of watch parties of workshops from Moose Hide Campaign Day 2025 or 2026.

Key Messages

General/all employees:

- Reconciliation is a shared journey and responsibility of every Canadian. Participating in the Moose Hide Campaign is one way our organization is supporting its commitment to implement the [United Nations Declaration on the Rights of Indigenous Peoples](#), the [Truth and Reconciliation Commission of Canada Calls to Action](#) and the [Calls for Justice of the National Inquiry into Missing and Murdered Indigenous Women and Girls](#).
- Gender-based domestic violence is now considered an epidemic in Canada.
- The Moose Hide Campaign recognizes all forms of violence are unacceptable and understands the importance of engaging men and boys in addressing this issue, in addition to an all-society approach.
- The Moose Hide Campaign is one of Canada's most recognized and embraced responses to the country's need to address reconciliation and gender-based violence.
- The annual Moose Hide Campaign Day, is a day of ceremony and of fasting. It is also social emotional experiential training and a professional development opportunity focused on Indigenous cultural agility, protocols, ceremony, reconciliation and developing healthy approaches to addressing domestic and gender-based violence.
- Addressing gender-based violence must be a collective effort between Indigenous Peoples, the federal government, the provincial governments, community organizations and individuals.
- All employees are welcome and encouraged to register and participate in Moose Hide Campaign Day by:
 - Attending the online gathering on May 20 via livestream.



MOOSE HIDE
CAMPAIGN
CAMPAGNE
MOOSE HIDE

- Joining a Walk to End Violence in your community, take part in local events in communities, classrooms and workplaces or join the #FastToEndViolence.
- Participating in the ceremonial fast for the day (sunrise to sunset) from anywhere in Canada.
- Wearing a moose hide pin (non-leather pins are also available) before and after the event. Pins are ordered through the Moose Hide Campaign website and delivered anywhere in Canada.
- Showing your support for the campaign by using a custom signature block graphic or Moose Hide Teams background available in our portal.
- Integrating self-care into part of your day.
- Participation can be recognized as professional development by setting up within an organization learning platform, in addition to registering on the Moose Hide website.
- Employees can include learning goals, such as Indigenous cultural agility, reconciliation and healthy relationships in their performance development plans.
- With supervisor approval, employees could take the day as professional development.
- Statistics for gender-based violence in Canada:
 - Fifty percent of women in Canada have experienced at least one incident of physical or sexual violence since the age of 16.
 - Spousal violence against Indigenous women is three times higher than for non-Indigenous women.
 - A woman or girl is murdered every two and a half days in Canada.
 - Indigenous women are killed at six times the rate of non-Indigenous women.
 - One in three women worldwide experience physical or sexual violence, mostly by an intimate partner.
 - Since the outbreak of COVID-19, emerging data and reports from those on the front lines have shown that all types of violence against women and girls, particularly domestic violence, [have intensified](#).



MOOSE HIDE
CAMPAIGN
CAMPAGNE
MOOSE HIDE

Executive (in addition to above):

- As executives, you have a responsibility to lead by example by championing reconciliation and working towards ending gender-based violence.
- A keystone to success is visible executive leadership by taking actions like wearing a moose hide pin year-round, participating in Moose Hide Campaign Day and encouraging employees at all levels to participate as well.
- If you volunteer as an executive sponsor for your organization, you demonstrate strong leadership and a commitment to reconciliation, and you can make a significant impact.
- Endorsing the Moose Hide Campaign through your internal communications supports leaders across your organization and encourages employee participation.

Human Resource Leadership (in addition to above):

- As human resource leads, you play a critical role in fostering an inclusive and safe workplace. Supporting the Moose Hide Campaign aligns with our organizational values of << insert here>>.
- By actively participating and promoting the Moose Hide Campaign, you can set a powerful example for our employees and contribute to a culture of respect and safety.
- Motivate employees to attend the gathering, participate in the Walk to End Violence, and join local events. Highlight these activities as valuable professional development opportunities.
- Use internal communication channels to promote the Moose Hide Campaign. Share information about the campaign's impact and how employees can get involved.

People leaders (in addition to above):

- As a people leader, ensuring your employees have dedicated time during their workday to participate in the Moose Hide Campaign is crucial. This actively shows your commitment to reconciliation and ending gender-based violence and also enhances employee engagement and well-being.



MOOSE HIDE
CAMPAIGN

CAMPAGNE
MOOSE HIDE

- Use the Moose Hide Campaign as an opportunity to initiate dialogue about reconciliation with your teams. Organize team activities around the campaign, such as group discussions or collective participation in the Campaign Day events.
- Encourage employees to include learning goals related to Indigenous cultural agility, reconciliation, and healthy relationships in their performance development plans.
- Recognize employees who actively participate in the Moose Hide Campaign Day.