



MOOSE HIDE
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MOOSE HIDE CAMPAIGN KEY MESSAGES

- Gender-based domestic violence is now considered by the federal government an epidemic in Canada.¹ The Moose Hide Campaign recognizes all forms of violence are unacceptable. The Moose Hide Campaign understands the importance of engaging men and boys in addressing this issue.
- Addressing gender-based violence must be a collective effort between Indigenous Peoples, the federal government, provincial governments, community organizations and individuals.
- 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 Gathering and Day of Fasting is a social emotional experiential training and professional development opportunity focused on Indigenous cultural agility, protocols, ceremony, reconciliation and developing healthy approaches to addressing domestic and gender-based violence.
- Since the campaign began 15 years ago 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 activities.
- Reconciliation is a shared journey and responsibility of every Canadian and participating in the Moose Hide Campaign is one way each of us as Canadians can actively address 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](#).

¹ <https://www.theglobeandmail.com/canada/article-federal-government-says-intimate-partner-violence-is-an-epidemic/>



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- A keystone to success is visible executive leadership wearing the pin year-round, participating in Campaign Day, and encouraging their staff at all levels to participate in Moose Hide Campaign Day.
- All employees are welcome and encouraged to participate in Moose Hide Campaign Day by:
 - Joining via livestream
 - Joining an in-person Walk to End Violence in communities across Canada
 - Participating in the ceremonial fast for the day (sunrise to sunset) from anywhere in Canada
 - Wear and share a moose hide pin (non-leather pins are also available) before and after the event
 - Show your support for the campaign by using a custom signature block graphic or Moose Hide Teams background are available for [download](#).