JOIN US

TO END VIOLENCE AGAINST WOMEN AND CHILDREN AND TAKE STEPS TOWARDS TRUTH AND RECONCILIATION THROUGH SAFETY AND BELONGING

WE INVITE YOU to lean into traditional Indigenous medicine, wisdom and values to address an urgent and complex issue impacting all Canadians.



MOOSE HIDE CAMPAIGN

CAMPAGNE MOOSE HIDE



RIGHT NOW, IN CANADA, THE UNACCEPTABLE IS STILL HAPPENING

1in2

Half of all women in Canada have experienced at least one incident of physical or sexual violence since the age of 16¹

3X higher

Spousal violence of Indigenous women is three times higher than non-Indigenous women²

Every 2.5 days

A woman or girl is murdered every two and a half days in Canada³

6x higher

Indigenous women are killed at six times the rate of non-Indigenous women⁴



VIOLENCE AFFECTS TOO MANY OF OUR MOTHERS, SISTERS, WIVES, DAUGHTERS AND FRIENDS. THIS IS SOMETHING THAT IS COMPLETELY PREVENTABLE

The Moose Hide Campaign recognizes that all forms of violence are unacceptable, regardless of gender. We see the disproportionate number of women who are victims and the importance of engaging men and boys in addressing this issue. We also know that "shame and blame" isn't the answer.

1. Canadian Women's Foundation

2. The 2014 GSS found that 10%E of Indigenous women self-reported having been assaulted by a current or former spouse within the last five years compared with 3% of their non-Indigenous counterparts. The proportion of self-reported spousal violence against Indigenous women was almost twice as high in the territories (19%) than in the provinces (10%E). https://www.justice.gc.ca/eng/rp-pr/jr/jf-pf/2017/july05.html

3. CTV News 2021

4. Statistics Canada 2015



WHY MOOSE HIDE?

Moose hide is a symbol of taking a stand against violence and undoing the effects of Residential Schools.

Co-founders Paul and his daughter Raven were hunting moose to help feed their family for the winter and provide for cultural purposes. This was a grounding tradition on their land that passed knowledge from one generation to the other, something the residential school system tried to erase.

They felt connected to their surroundings within their Carrier territory along the Highway of Tears in Northern BC where so many women have gone missing or been murdered. And they were inspired.

Paul knew his young daughter deserved a life of dignity and respect free from violence.

And so it began... a cultural tradition of generational teachings became a symbol of a responsible, meaningful pledge.

A commitment to take action in honour of women and children everywhere, and a symbol of honouring Indigenous medicine and belonging that is here to stay.

SPARKING CONVERSATIONS

EACH PIN SPARKS AT LEAST 5 CONVERSATIONS

OVER 3M SQUARES HAVE BEEN DISTRIBUTED

THAT'S OVER 15M CONVERSATIONS!

Moose hide pins shine a light into the shadows of a devastating social illness impacting all Canadians.

OUR GOAL

10M CANADIANS

engaged in the Moose Hide Campaign and

1M FASTING TOGETHER

an achievement that would mark the largest ceremony in Canada

3-Millionth Pin Ceremony April 28, 2022 sant

HIDE

The road we travel is equal in importance to the destination we seek.

3

M

There are no shortcuts.

When it comes to truth and reconciliation we are forced to go the distance.

THE HONOURABLE MURRAY SINCLAIR

CONCRETE MEASURABLE ACTION

The Moose Hide Campaign creates concrete action that every Canadian can take to address violence.

Wearing and sharing the moose hide pin shows your commitment to honour, respect, and protect the women and children in your life and work together with men and boys to end that violence.

It's also a commitment to stand up against gender-based and domestic violence, no matter who you are.





MOOSE HIDE CAMPAIGN DAY

400K STANDING TOGETHER TO END VIOLENCE TOWARDS WOMEN & CHILDREN

Over 400,000 Canadians joined us for Moose Hide Campaign Day in 2022, showcasing the many communities and individuals who are taking a stand to end gender-based violence in Canada. Together, we are making a change!





MOOSE HIDE CAMPAIGN DAY THURSDAY, MAY 11, 2023



97% of participants felt more motivated to take action to end violence against women and children as a result of the Moose Hide Campaign Day Ceremony. Over 97% of participants report the cultural ceremonial components helped to deepen the experience of the day. 99% of participants would recommend attending Moose Hide gatherings to their friends and colleagues.

Source: Reciprocal Consulting Evaluation Report 2019

Niagara Falls lit up to honour Moose Hide Campaign Day May 12, 2022

Walk to End Violence in Victoria, BC Moose Hide Campaign Day May 12, 2022

ALB

RECONCILA

TANGIBLE. PRACTICAL.

Canadians can no longer ignore our devastating past with Indigenous peoples.

There is an urgent need to act, but many are unsure of what to do.

Wearing and sharing the moose hide pin is a real way to take a stand and have a healing impact.

The moose hide pin is a meaningful step towards truth and reconciliation as it promotes the Truth and Reconciliation Commission's Calls to Action, the UN Declaration on the Rights of Indigenous Peoples, and the National Inquiry into Missing and Murdered Indigenous Women and Girls' Calls for Justice.





TIMELY. ACCESSIBLE.

"Reconciliation is not the responsibility of Indigenous Peoples – it is the responsibility of all Canadians. Which can signal reciprocity with the message that the Moose Hide Campaign is and Indigenous Medicine for the benefit of all Canadians. We all have a role to play on the journey toward reconciliation."

PRIME MINISTER JUSTIN TRUDEAU

"States shall take measures, in conjunction with Indigenous peoples, to ensure that Indigenous women and children enjoy the full protection and guarantees against all forms of violence and discrimination."

UNITED NATIONS DECLARATION ON THE RIGHTS OF INDIGENOUS PEOPLES

"The need for decisive action to address this crisis is urgent! Everyone in Canada has a duty and responsibility to take action to address the issue of violence against Indigenous women, girls, and 2SLGBTQ people."

COMMISSIONER BRIAN EYOLFSON



"THE MOOSE HIDE CAMPAIGN PROVIDES A SACRED SPACE TO CONTRIBUTE IN OUR NATION'S HEALING JOURNEY. IT IS A MOVEMENT THAT CALLS UPON PEOPLE TO SPEAK UP, TAKE ACTION, EDUCATE AND SUPPORT EACH OTHER!"

SENATOR MURRAY SINCLAIR Chief Commissioner of the Truth and Reconciliation Commission

"WHAT AN INCREDIBLY POWERFUL FEELING TO FEEL A COMMUNITY OF PEOPLE WHO WANT TO BE BETTER, DO BETTER, AND MAKE A CHANGE."

CAMPAIGN DAY PARTICIPANT

"WHAT YOU DO PAUL, RAVEN, AND THE FAMILY OF THE MOOSE HIDE CAMPAIGN, THIS TELLS ME THAT SOMETHING IS CHANGING, THAT WE NO LONGER WILL NORMALIZE VIOLENCE, THAT WE ARE ACTORS OF CHANGE, WE ARE AGENTS OF CHANGE"

SENATOR MICHÈLE AUDETTE

Commissioner of the Missing and Murdered Indigenous Women and Girls (MMIWG) National Inquiry

THIS IS AN INDIGENOUS-LED MOVEMENT FOR THE BENEFIT OF ALL CANADIANS

The Moose Hide Campaign is a grassroots approach to engaging Indigenous and non-Indigenous men and boys and all Canadians to stand up against violence towards women and children.

"WE KNOW THAT HURT PEOPLE - HURT PEOPLE. IT'S TIME FOR HEALING."

PAUL LACERTE

Co-founder of the Moose Hide Campaign, Raven's father and fellow motivational speaker





DONATE TO HELP



SHARE THE MEDICINE OF THE MOOSE HIDE CAMPAIGN

TO EXPLORE SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES, CONTACT: INFO @ MOOSEHIDECAMPAIGN.CA order pins at MOOSEHIDECAMPAIGN.CA f of in S o D



MOOSE HIDE CAMPAIGN

CAMPAGNE MOOSE HIDE