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## NEWS RELEASE

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Ministry of Indigenous Relations and Reconciliation  
Moose Hide Campaign

### **Moose Hide Campaign focuses on education to end violence**

VICTORIA – The Moose Hide Campaign has launched a new education initiative aimed at K-12 students as part of its drive to end violence against women and children.

The Moose Hide Learning Journey was launched along with the eighth annual Moose Hide Campaign Day gathering, fasting and Walk to End Violence. The walk ended at the steps of B.C.'s Parliament Buildings.

“All of us have a responsibility to stand up, raise our voices and say ‘no’ to gender-based violence,” said Premier John Horgan. “By expanding its reach to include children and youth, the Moose Hide campaign is helping young people lead the way as we work together to build a future free from violence and fear.”

By helping teachers create a supportive learning environment, the Moose Hide Learning Journey encourages students to explore values and perspectives that honour and respect women and children. The online platform, which has been piloted in a number of schools throughout the province, provides lesson plans, videos and other resources. The campaign's youth focus is highlighted this year through a youth plenary session attended by high school students and their teachers.

“Engaging young people through the Moose Hide Campaign education platform is a critically important part of our vision to end violence against women and children,” said Paul Lacerte, co-founder of the Moose Hide Campaign. “Investing in young people through the education system will result in the kind of intergenerational healing that we are all seeking.”

The new initiative is supported by a portion of the \$2 million provided by the provincial government in 2018 to support the campaign's work, and B.C.'s ongoing commitment to end violence against women and children.

“We each have a responsibility to stand up against misogyny, sexism and hate, and schools have an important role to play in creating a culture of respect in our society,” said Rob Fleming, Minister of Education. “I am excited that the new K-12 moose hide strategy will spark classroom discussions that will help students examine their own biases in an open, ethical and non-judgmental way.”

In addition to the launch of the new education initiative, participants at the gathering, including many members of the legislative assembly and the BC Public Service, participated in the annual one-day fast. The fast represents a personal commitment to make change at an individual and a collective level.

“It's up to all of us – men and women alike – to stand up to violence against women and

children,” said Chastity Davis, chair of the Minister’s Advisory Council on Indigenous Women. “I hold my hands up to the Moose Hide Campaign and to all of the many women’s organizations that are working tirelessly to make our homes and our communities safer for all of our loved ones.”

In 2018, the campaign reached its milestone one millionth pin and has now distributed more than 1.5 million pins across Canada, including over 200,000 in B.C. in the last year.

To recognize the importance of the campaign, the provincial government has proclaimed Feb. 13, 2019, as Moose Hide Campaign Day in British Columbia. In addition to the Victoria event, the campaign is holding a full-day event in Prince George.

“I wear my moose hide pin every day as a reminder of the need to create change and as a conversation starter,” said Scott Fraser, Minister of Indigenous Relations and Reconciliation. “We need to bring violence and the fear of violence out of the shadows, and by talking, we create action and momentum toward lasting and systemic change.”

#### **Quick Facts:**

- The inspiration for the Moose Hide Campaign came from a hunting expedition in 2011 near Highway 16. Paul Lacerte and his daughter Raven skinned a moose on their traditional territory to feed the family over winter. The proximity to the Highway of Tears sparked the idea that moose hide could be used as a symbol to stop violence.
- The campaign aims to further expand its reach throughout B.C., Canada and the United States and has an ambitious vision to see one million people fasting together in ceremony on Moose Hide Campaign Day in 2023.

#### **Learn More:**

Moose Hide Learning Journey: <https://education.moosehidecampaign.ca/>

Read the proclamation: [ow.ly/rvpB30nF4Qk](http://ow.ly/rvpB30nF4Qk)

Moose Hide Campaign Development Society: [www.moosehidecampaign.ca](http://www.moosehidecampaign.ca)

Fasting guide: <https://moosehidecampaign.ca/documents-and-faqs/guide-to-fasting>

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