

This site/application will be unavailable from Nov. 9 at 10 p.m. to Nov. 11 at 5 p.m. due to planned maintenance. Thank you for your understanding.

FAQs Moose Hide Campaign and I am a Kind Man

[What is the Moose Hide Campaign?](#)

[Besides the Friendship Centres, have any other Indigenous organizations been involved in the development of this campaign?](#)

[Why is Alberta adopting the Moose Hide campaign?](#)

[Violence against Indigenous women is a serious concern, how does wearing a moose hide swatch address the issue?](#)

[What is the “I am a Kind Man” project?](#)

[Does the Alberta government support the National Inquiry into Murdered and Missing Indigenous Women and Girls?](#)

What is the Moose Hide Campaign?

The Moose Hide Campaign is a grassroots movement started by the Friendship Centres in B.C., in which Indigenous and non-Indigenous men join together to stand up against violence towards Indigenous women. The Moose Hide Campaign consists of a swatch of moose, deer, bear, or buffalo hide worn on the lapel to symbolize support of the campaign. Indigenous Relations in partnership with the Alberta Native Friendship Centre Association (ANFCA) launched the campaign in 2014, which is community-led by the ANFCA.

Besides the Friendship Centres, were any other Indigenous organizations involved in the launch of this campaign?

Inmates from Pê Sâkâstêw Centre, a minimum security facility at Maskwacis, assembled the Moose Hide Campaign materials free of charge. Often, when inmates perform this kind of community service, the institution asks to be paid a fee; however, the men at Pê Sâkâstêw Centre asked to waive the fee because they believe in the importance of this campaign.

- Pê Sâkâstêw promotes a healing process based on Aboriginal culture, contributing to the successful reintegration of Aboriginal male offenders.
- It is hoped that inmate participation in the Moose Hide Campaign will have a positive and lasting impact on the participants.

Why is Alberta adopting the Moose Hide campaign?

Indigenous women are three times more likely to have acts of violence committed against them than other women. They make up 4 per cent of the population but they make up 16 per cent of all murdered women on record, and 11.3 percent of all missing women. Therefore, it is crucial that we as a government and a society commit to actions to turn this around. This campaign asks Indigenous and non-Indigenous men to pledge to stand against violence towards Indigenous women and to honour the women and girls in their lives.

Violence against Indigenous women is a serious concern, how does wearing a moose hide swatch address the issue?

The important aspect of this campaign is that it is aimed at men, who are most often the perpetrators of acts of violence against women, therefore it is imperative that we engage men and boys as a part of the solution. This campaign does that by creating awareness, which in turn will lead to prevention. In addition to supporting the Moose Hide Campaign, we are supporting Friendship Centres to deliver the “I am a Kind Man” project which promotes honour and traditional values among men and boys.

What is the “I am a Kind Man” project?

“I am a Kind Man” is a resource started by friendship centres in Ontario to engage Indigenous men and boys to speak out against all forms of abuse towards Aboriginal women. The Government of Alberta has contributed funding to enable Friendship Centres in Alberta to use the resource to:

- Provide education for men to address issues of abuse against women;
- Re-establish traditional responsibilities by acknowledging that Indigenous teachings have never tolerated violence and abuse towards women;
- Inspire men to engage other men to get involved and stop the abuse; and,
- Support Indigenous men who choose not to use violence.

Does the Alberta government support the National Inquiry into Murdered and Missing Indigenous Women and Girls?

In September 2016, the Alberta Government passed an order in the council to support the work of the National Inquiry into Missing and Murdered Indigenous Women & Girls. This established the authority of the commissioners to examine areas of provincial jurisdiction such as child welfare, education and the justice system.