

Planning Foundational Learning Lessons

Moose Hide Campaign Lesson Plan

Date: mid- May

Duration: 60 minutes (adjustable)

Materials: Moose Hide pin (or supplies to make your own)

What is the Moose Hide Campaign?

The Moose Hide Campaign is a movement in Canada with the campaign day being held on May 14th. It asks people to stand up against violence, especially toward women and children. People wear a small piece of moose hide to show respect and promise to help keep others safe.

#1 Check-in with learner (10 minutes)

Goal: Build connection and introduce the topic safely.

Facilitator Prompts:

- Welcome everyone and introduce Moose Hide Campaign Day

#2 Check on previous lesson if applicable (5 minutes)

Goal: Connect the Moose Hide Campaign lesson to previous sessions (if applicable)

- Ask “What does respect mean to you?”
- Ask “What makes a community safe?”
- Ask “How do people show care for others?”

#3 Access learner’s prior knowledge of new topic (5 minutes)

Goal: Activate curiosity and connect new content to what learners already know:

- Have you heard of campaigns for safety or respect?
- Do you recognize symbols worn to show support?

#4 Skill development activity (15 minutes)

Goal: Develop vocabulary that connects to the Moose Hide Campaign text.

Key vocabulary:

- Respect
- Safety
- Violence
- Community
- Awareness

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Discuss meanings using examples rather than definitions.

Practice (Learner Involvement): Invite participants to write the new vocabulary down in a notebook.

#5 Skill Development – Guided Discussion (10-15 minutes)

Goal: Deepen understanding of the Moose Hide Campaign through reading activity.

Discussion questions:

- Why is respect important?
- How can people show respect?
- How can communities help people feel safe?

Practice (Learner Involvement): Ask participants to answer these questions in their notebook.

Comprehension Questions:

- What is the Moose Hide Campaign?
- Who does it support?
- What does wearing moose hide mean?

#6 Review of Lesson (10 minutes)

Goal: Reinforce key takeaways and ensure understanding.

Summarize key ideas:

- The Moose Hide campaign promotes safety and respect.
- Small actions support strong communities.

Facilitator Prompt:

- One thing I learned today _____ .

#7 Practice Between Lessons (5 Minutes)

Goal: Encourage ongoing learning and community connection:

- Research Moose Hide Campaign online;
- Participate in Moose Hide Campaign Day

To support multiple learning styles, this lesson includes opportunities to:

See Moose Hide pin

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Hear Discussion

Touch Moose Hide pin;

Say Discussions, personal sharing and reflection