

Propaganda Pushers Playbook Revealed

Extract from the article: A Colossal Coverup of Countless COVID Vaccine ‘Coincidences’

By Ty Bollinger, May 12, 2021

<https://thetruthaboutvaccines.com/colossal-coverup-countless-covid-vaccine-coincidences/>

[you need to roll down the article quite a lot to find this part]

Have you ever heard of the “Vaccine Demand Observatory” (VDO)? Probably not... but you’ve definitely heard their propaganda. There’s no doubt about that.

On their [website](#), this group states that they are “*advancing the world’s ability to decrease the impact of misinformation and increase vaccine demand.*” One of their goals is to “*mitigate...mistrust on all vaccines.*”

The VDO was established primarily by three groups:

- ✧ The [Public Good Projects](#) (PGP) – which “designs and implements large-scale behavior change programs for the public good.”
- ✧ [UNICEF](#) – which has received over \$86 million from the Bill and Melinda Gates Foundation since 2020
- ✧ And the Gates-subsidized [Yale Institute for Global Health](#).

You likely already know about Gates and UNICEF, but what is PGP? According to [Celeste McGovern](#): “PGP was founded by Joe Smyser, a public health academic who trained at the CDC and has partnered with Google and Facebook. Its board members include executives from Merck pharmaceuticals, Pepsi, Levi-Strauss, the Advertising Council, Sesame Street, Campbell’s, and TikTok.”

PGP’s website says that through “media monitoring and bots, grassroots social media organizing, or thought leadership, we deploy our considerable resources and connections to communication for change.”

UNICEF and PGP’s [Vaccine Misinformation Management Field Guide](#) advises vaccine promoters to “consider putting vaccination in a ‘gain frame’. Show happy, healthy, productive people in graphics, and if you must show the act of vaccination try to avoid needles and tears.”

One of its tactics is to badger people to accept vaccination as a “social norm.” Explain that “the majority of people adopt certain behavior and that is what others expect you to do to achieve a common good.”

Did you know that in 2020, the World Health Organization created a new public health field called “[infodemiology](#)”? (Definition: the “science of managing infodemics”)

One of the key functions of the VDO is to create and coordinate the “Field Infodemiologist Training Program” (FITP) with the stated goal to train “field infodemic managers” to conduct “public health surveillance for misinformation” and provide “community support in misinformation outbreaks.” According to the [VDO website](#), “UNICEF, Yale, and PGP will provide in-house and external trainers from a global pool of experts.”

On October 15, 2020, the World Health Organization issued a “technical advisory” called [Behavioral Considerations for Acceptance and Uptake of COVID-19 Vaccines](#) (2 months *before* a vaccine was even available). Some of the “strategies” are sounding very familiar now:

- ✧ “Creating an enabling environment.” In other words, “making vaccination easy, quick and affordable, in all relevant respects.”
- ✧ “Building timely trust in vaccines.” According to the advisory, it is “important to focus on building trust in COVID-19 vaccines before people form an opinion against them. This should involve using trusted messengers.”
- ✧ “Leveraging anticipated regret in communications.” For example, by “asking people how they would feel if they do not get vaccinated and end up contracting COVID-19 or transmitting it to loved ones.”

- ✧ “Harnessing social influences” ... “especially from people who are particularly trusted by and identified with members of relevant communities.”
- ✧ “Emphasizing the social benefits of vaccination.” Be sure to tell people that “vaccination not only benefits individuals who receive the vaccine, but also protects others in the community.”
- ✧ Emphasize the danger of COVID-19. “If people perceive that they are at low risk of contracting COVID-19, or that the consequences of becoming infected will not be severe, they will be less willing to get vaccinated.”
- ✧ Downplay the vaccine risks. Adverse events are “often inevitable when large numbers of people get vaccinated in a short period of time.” Neutralize the blow by “communicating proactively about uncertainty” and the risk of vaccine-associated disability and death.

Healthy People

[an example of the euphemistic language of the behavioural promoters]

https://www.cdc.gov/nchs/healthy_people/index.htm

Healthy People provides science-based, national goals and objectives with 10-year targets designed to guide national health promotion and disease prevention efforts to improve the health of all people in the United States. For four decades, Healthy People has established benchmarks and monitored progress over time in order to:

- ✧ Identify nationwide health improvement priorities.
- ✧ Increase public awareness and understanding of the determinants of health, disease, and disability and the opportunities for progress.
- ✧ Provide measurable objectives and goals that are applicable at the national, State, and local levels.
- ✧ Engage multiple sectors to take actions to strengthen policies and improve practices that are driven by the best available evidence and knowledge.
- ✧ Identify critical research, evaluation, and data collection needs.

Healthy People 2020 contains about 1,200 objectives in 42 Topic Areas designed to serve as this decades framework for improving the health of all people in the United States.