

AGAINST THE WIND

News Highlights

Recorded March 18, 2021

- ❖ **Who** is being vaccinated / **Who** is vaccinating?
- ❖ **What** are the social engineering messages?
- ❖ **Where** is this going?
- ❖ **When** will it happen?
- ❖ **Why?**

Who is getting vaccinated?

- ❖ Ages dropping
- ❖ Teachers bumped up
- ❖ Pregnant women bumped up
- ❖ Those already immune
- ❖ All adults eligible no later than May 1 per Biden

Who is giving the vaccines?

- ❖ Everyone previously allowed to vaccinate
- ❖ Pharmacists
- ❖ The Biden administration added a wider array of medical workers, including dentists, veterinarians, EMTs and medical students

What is the messaging?

Washington State Department of Health ✓
February 4 at 11:00 AM · 🌐

The current COVID-19 vaccines are 95% effective, and have been deemed safe by the FDA and independent health experts. You can learn more about the review process at <https://www.doh.wa.gov/.../Vaccine.../SafetyandEffectiveness>

IS THE COVID-19 VACCINE [SAFE/EFFECTIVE]?

Yes. The FDA has authorized the vaccine for emergency use and an independent group of experts in the Western States Workgroup reviewed all the clinical trial data and deemed it safe and effective. The vaccines currently available are 95% effective, and the FDA found no serious side effects.

FDA

CovidVaccineWA.org

The Black Lens, Spokane

- Community driven, community led
- Black/African American Community
- Funded \$50,000
- DOH lead for Black/African American engagement joined this panel



Community Driven Messaging: Community Media

- The Black Lens
- The Facts
- The Seattle Medium/Rhythm and News Radio
- The Skanner
- Crossings TV
- Chinese Radio Seattle on KKNW 1150 AM
- Alternative Talk
- Salon Ethiopia
- Hawai'i Radio Connection on KXPA 1540 AM
- Titre Avval
- Junglecity.com
- Dreamdriver Works Seattle and Korean Community Service Center
- KDNA FM 91.9
- KKMO 1360 AM - Radio El Rey
- "KUNS-TV Univision-Seattle KOMO-TV Noticias Univision on KUNS Univision Seattle/Yakima/Tri-Cities"
- KNTS 1680 AM - Radio Luz
- La Nueva 103.3 FM and 92.1 FM - Alpha Media USA
- La Pera
- La Voz Hispanic Newspaper (Ads)
- Latino Northwest Communications
- Rainier Avenue Radio (RainierAvenueRadio.world)
- Radio Continent on KXPA 1540 AM (Radio Continent)
- KXPA (Multiethnic, includes U.S. Chinese Radio on KXPA 1540 AM)
- KARI 550 Seattle Chinese Radio (Mandarin)
- It's Not Evening Yet on KKNW 1150 AM Alternative Talk (S Media)
- Runta (The Truth)
- Salaxley TV
- Vietnamese Today Weekly News / Người Việt Ngày Nay

Where is this going? The Carrot



“We need to make it clear to them that the vaccine is the ticket back to pre pandemic life.”

When?

Brace Yourself

“This television, radio, and digital advertising blitz, set to kick off within weeks, will focus on Americans outright skeptical of vaccines’ safety or effectiveness . . .

Specifically, the campaign will target three groups in which access, apathy, or outright skepticism may pose a barrier to vaccinations: young people, people of color, and conservatives, according to a Biden aide. Congress and the administration have set aside over \$1.5 billion for the effort.”

The White House is set to unveil a wide-reaching, billion-dollar campaign aimed at convincing every American to get vaccinated



By [Lev Facher](#)  March 15, 2021

[Reprints](#)



President Biden speaks about the Covid-19 pandemic during a prime-time address from the East Room of the White House on Thursday.

ANDREW HARNIK/AP

Why?

- ❖ Ultimate goal of the drug industry, with the full support and cooperation of the captured regulatory agencies, is to vaccinate everyone on the planet and eliminate “vaccine hesitancy”
- ❖ Natural immunity therefore must not be acknowledged either as a valid choice or a valid contraindication.
- ❖ Low susceptibility to poor outcome & low-transmission risk must not be acknowledged as valid reasons against medical indication.
- ❖ Reported injuries and deaths must be dismissed as unrelated to vaccination.

1

Pfizer/BioNTech mRNA vaccine

Pfizer's Comirnaty vaccine, developed with Germany's BioNTech, is based on re-engineered messenger RNA - the molecule that sends genetic instructions from DNA to a cell's protein-making machinery. It was the first to be approved and has to be stored at ultra-low temperatures (-70C). Governments have ordered about 780m shots, including the US (200m doses for \$3.9bn) and the EU commission (300m), while 40m doses will go to lower-income nations via the Covax facility. It costs \$39 (£28) for two doses in the US and about \$30 in the EU.

Expected sales in 2021: \$15bn-\$30bn

Pfizer, which [splits costs and profit margins equally with BioNTech](#), expects \$15bn in 2021 sales based on current deals. The final number could be twice as high, as Pfizer says it can potentially deliver 2bn doses this year. Barclays analyst Carter Gould is predicting sales of \$21.5bn in 2021, \$8.6bn next year and \$1.95bn in 2023, on the assumption that the jab is given as a one-off shot.

Share price change over the past 12 months

Pfizer: +1.8%

BioNTech: +156%

The [two founders of BioNTech](#), the husband and wife team Ugur Sahin and Özlem Türeci - both doctors - became multibillionaires last year, when the potential of the vaccine and the deal with Pfizer prompted the shares to surge.

2

Moderna mRNA vaccine

The vaccine produced by the US biotech firm, based in Massachusetts, must be stored at freezer temperature (-20C). The UK has ordered 17m doses, the EU bought 310m with an option for a further 150m in 2022, while the US government ordered 300m shots. Japan purchased 50m shots. Moderna charges \$30 for the required two shots in the US and \$36 in the EU.

Expected sales in 2021: \$18bn-\$20bn

[Moderna has said it expects 2021 sales of \\$18.4bn](#). Barclays analyst Gena Wang forecasts sales of \$19.6bn, \$12.2bn in 2022, and \$11.4bn in 2023, assuming recurring vaccinations.

Share price change over past 12 months

+372%

A group of investors that backed the company when it was founded in 2010 will have made substantial returns. The chief executive, Stéphane Bancel, a 48-year-old French executive, owns 9% of the shares, now worth nearly \$5bn.

3

Johnson & Johnson Adenovirus vaccine

[J&J's jab](#), the world's first single-shot Covid-19 vaccine, was developed by its Janssen division in Belgium. It uses adenovirus-26, a rare variant of cold virus. It was approved in the US in late February and can be stored at standard fridge temperatures for at least three months. Big orders include the US, UK (30m doses plus option for 22m), the EU (up to 400m doses), and [Covax nations](#) (500m doses through 2022).

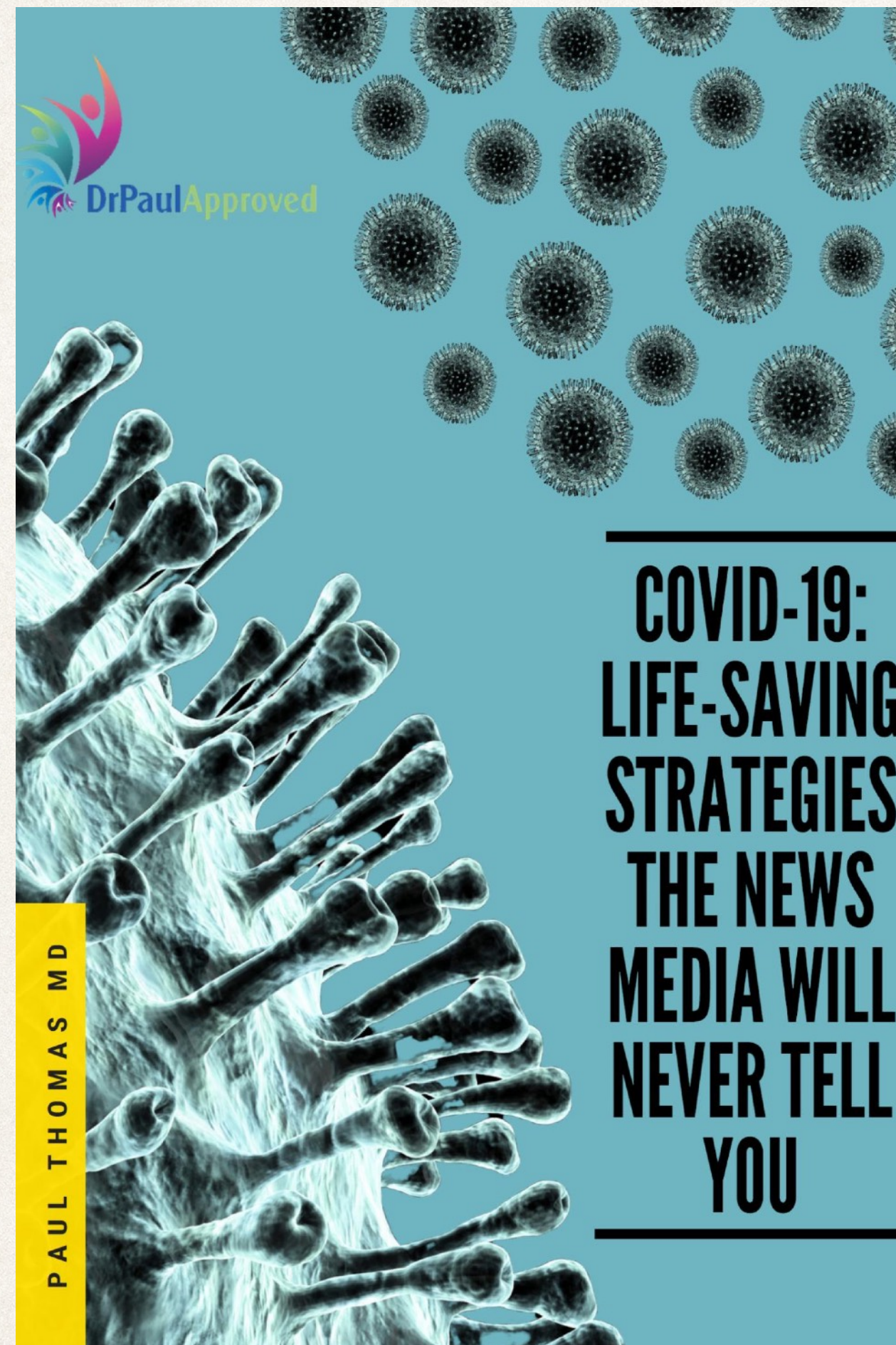
Expected sales in 2021: up to \$10bn

The company aims to deliver at least 1bn doses this year, which would generate \$10bn. The US government has ordered 100m doses, with the option to buy 200m more, and is paying \$10 a shot.

Share price change over past 12 months

+7.7%

Prevention & Treatment Options



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