

COVID-19: Why We Are Losing the War

There are many intelligent, committed citizens who are concerned about what has been transpiring in America, especially over the last two years regarding COVID-19. Unfortunately, they lack direction in how to effectively respond. Below are some *very brief* observations (listed chronologically) to generate better utilization of our limited, but valuable, resources, which should result in more success.

#1: We lack Proper Perspective.

We need to be able to step back and look at the big picture as to what is going on. The COVID-19 matter is **not** an isolated issue. E.g., there are significant parallels in the medical field (e.g., anti-depressants and opioids, and [here](#)). Another example is that what has transpired with [Climate Change](#) almost exactly parallels what is going on with COVID-19! *We need to learn the lessons from these other situations...*

#2: The wrong experts get into Positions of Authority.

This is a problematic situation and basically it happens like this:

- a) Since 99%± of the public is technically challenged, they are inclined to believe what is said by so-called "experts," who are in a position of authority.
- b) Practically all of our political leaders are also technically challenged, so they put "experts" *who support their political agenda*, into positions of authority.
- c) Almost all of the technical people in authority have a very narrow range of actual expertise – *yet they frequently get out of their lane*. Politicians (and the public) rarely pick up on those departures.
- d) Worse, many of the "experts" in authority are self-serving, power-hungry parties who have little interest in what's best for citizens or the country.
- e) There are predictable outcomes from their poor policies:
 - 1 - The costs far exceed the projections,
 - 2 - The benefits are significantly less than initially claimed they will be, *and*
 - 3 - There are numerous "unforeseen" adverse outcomes.
- f) One of several other negative consequences of this situation is that Science is blamed for the poor policies – whereas the fault is entirely on the shoulders of "scientists" (*and other experts put in positions of authority*) who have abdicated the commitments of their field (e.g., objectivity, comprehensiveness, etc.).

#3: We have a False Belief about Facts.

Most medical professionals and scientists believe that *the facts will win the day*. We absolutely need to have the facts, but that is simply **not** enough to win. Most medical professionals and scientists are untrained in Public Relations. As a result they tend to just present the facts, and pay inadequate attention to such critically important factors as messaging, communication methods, etc.* On the other hand, our opponents are using much more advanced techniques against us, like fear. (Note: *fear is the fertilizer that lets tyranny grow.*)

#4: We don't grasp the field we're fighting on.

We'd like to think that we are in a Science battle regarding COVID-19, but we are not. The reality is that we are engaged in a political war. Instead of dealing with Science, it's actually *political science* (i.e., politics) that we are entangled in.

#5: We don't really Work Together that well.

Most medical professionals and scientists are intelligent people who are inclined to be independent. As a result many are not natural team players. For example, there are well over a hundred national conservative leaning organizations, *and* even more than that number of conservative leaning media outlets. Are these allies being fully engaged and utilized? No! Note that our opponents work together *much better* than we do.

#6: We aren't focused on our Primary Enemy.

Since there are so many anti-Science forces, it's easy to become distracted as to who we need to aim our efforts at: the media, politicians, Big-Pharma, etc. Although [communists](#) (China and Russia) are our most powerful opponents, as Lincoln [said](#), we need to start by addressing the enemies from within. In the COVID-19 matter, the Medical Establishment (i.e., the FDA, CDC, AMA – but especially the FDA) should be our target (see [here](#)). Although it won't be easy, fixing it is possible, *and* doing so would have exceptional positive implications.

Instinctively we would like to inform the public as to what is going on and what they should do – *but we need to have a clear understanding of all of this ourselves, before we can educate others.*

The bottom line is that we are dealing with organized, powerful, sophisticated, well-financed, well-publicized opposition. In the face of all that, unless we are **smarter**, we have little chance of success.

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* *Some additional thoughts about Public Relations —*

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