

All.Net Analyst Report and Newsletter

Welcome to our Analyst Report and Newsletter

Cyberspace vs. COVID-19 – 7.8 Billion People to Help – And you can help them!

Vaccines are now available, and the US may have hit 60% partial vaccination rates, but there are another 7.8 billion people or so who will not end up fully vaccinated for several years. For the vast majority of the people on Earth, there is something more than a 1% chance they will die in the next 3-5 years from COVID-19 and its variants. That's in excess of the normal rates.

Vaccination when it happens...

Vaccination is a clear path out of this deadly pandemic, but that takes time to scale. Perhaps a global effort of unprecedented cooperation and focus by governments could get this down to 2 years (from now) which is about 3 years from start to global control. But that leaves something like 78 million (or more) people left to save. So naturally, we need something that is almost instantly scaleable on a global basis that can bend the curve and save as many of those 78 million or more people as we can.

Masks, cleanliness, and physical separation

Masks, cleanliness, and physical separation are the three remaining mechanisms that can actually stop the spread. But for these physical mechanisms to work, people need to have access and use them properly.

- **Masks:** These are being mass produced and enormous cooperative government and charitable efforts are underway to deploy them around the World, especially to hot spots, like India today. They are inexpensive, available, and deployable in time. But you have to use them properly, and as we see from the highly educated countries of the world, that as simple as this is, it is done wrong too often. Not covering the nose, not wearing the mask at the right time, forgetting it from time to time, a loose fit, the wrong type of mask, and so forth. All readily understandable, but all misunderstood.
- **Cleanliness:** Washing your hands with soap and water whenever you encounter penitential contamination, as well as before meals, when entering a place where you will be removing your mask, not touching your face, these are all things that work, but again, you have to do them and do them properly. And again, what would seem simple enough simply doesn't work. Even people who are well educated and living in relatively safe conditions just don't do this well on their own. But billions of people don't have clean water or soap, and they cannot wash with soap and water all the time, or ever.
- **Separation:** This is the toughest of the three things to get done. People are social animals, and as such, physical separation is enormously problematic to achieve. But the problem is far worse in dense inner city areas of relatively poor countries. Most of the largest cities of the world have enormous numbers of people who live in fairly desperate circumstances from day to day. More than 10 million people live in places like Mexico City, Beijing, and Delhi, and millions of them live in crowded shanties with poor sanitation. People all over the world live in places with little or no clean water, open sewage, and inadequate shelter. These conditions may reduce the concentration of COVID in the air, but have no effective separation, and infections go rampant.

Some of these things can be addressed by physical means, but most of this goes for naught unless the people of the World know what to do and how to do it for their situation.

Come the Internet – Cyberspace can save millions

I have been working with a few organizations to try to do whatever I can do to help improve the situation. What I have found is two major issues that can be addressed at large scale on a global basis via the Internet.

- Getting accurate facts out about the real situation
- Providing actionable information people can use to protect themselves and their communities.

Accurate facts:

I will not entertain arguments about my ability to get accurate facts. Medical professionals and scientists around the world provide them all the time, and there is no lack of consensus. People who are pushing propaganda or trying to disrupt global society will gain no traction here. We know what works and we know what doesn't. It's not perfect knowledge, and it changes with time because the reality we live in changes with time. And we update the information we provide over time to reflect these changes. So stay up to date and do your homework or suffer the consequences.

Actionable information:

Here's the first real problem we face. It's all fine and good to say "wear a mask", but as obvious as it might seem, wearing it on your chin will not stop COVID. Yes, people wear masks on their chins, and don't cover their noses, and take them off inside, and and and.

I learned to wash my hands when I was very young. And what I learned and did for 60+ years was wrong. Or to make it a bit more clear, it was not the effective way to wash your hands if the goal is to get rid of germs. I learned the better way during the early stages of the pandemic when I saw a video demonstrating how it actually works. The gloves they were wearing were covered with ink as the washing proceeded.¹ I could see that the way I did it all my life failed to get my hands clean. So I learned and changed. By the way, the CDC and other similar sites just didn't work for getting the message across. They had all the facts right, but it just didn't do the job as well as the simple demonstration. After the 3rd time following the demonstration, I had it down pat.

In order to be effective, we need to provide information to all sorts of people in all different languages, in forms they can understand, in entertaining ways, so they will pay enough attention to actually **(1) learn what to do** and **(2) do it**. There is no one-size-fits-all solution here. About 25% of the global population under the age of 15. That's almost 2 billion children. And they don't react to the same messaging or formats as the adults of the World.

Children remember things, in many cases by learning songs. "Ring Around the Rosie" was from a previous pandemic – "ashes, ashes, we all fall down" is the phrase to help children deal with the fact that people die and are ultimately burned to eliminate the spread of the disease. Songs plus images plus doing it yourself all form parts of a multi-modal learning experience that helps with retention and proper execution. And it works for adults too...

¹ <https://www.youtube.com/watch?v=s7jgc7-EwNg>

Getting it out there:

It doesn't matter that there is a great video for washing your hands, or a fun song for children to learn about wearing their masks. It only matters if they see the video, practice a few times, and get it down; if they hear the song, sing it with others, and learn to follow what it says.

Getting it out there is not simply an issue of it 'going viral'. It needs to go viral and be adopted by teachers, parents, kids, and the whole environment. It needs to become the social norm, not only accepted by all, but shunned or similarly treated as a negative when not performed.

This means we need some sort of process for real distribution of the real information and treatment of it with proper authority where that is the method of getting it across. We need the content in different forms for different audiences, and it has to be compelling to different tastes and ways of thinking and looking at the world.

What am I doing about it?

It's one thing to tell others to do something about it. It's something else entirely to act on it. Here's who I am working with and how they are helping. With shameless promotion in mind:

- eKids Power² has created videos to help school-aged children around the world understand how to get and stay safe, and made them available for free to the world.
- iZen.Ai³ has provided the learning management platform to support the related educational programs to support summer camps and schools teaching these children.
- Angel to Exit⁴ and our advisors have contacted investors to support delivery of supplies and materials needed to learn how to use them well all over the World.
- The Peninsula Special Interest Lions Club⁵ has provided PPE, medical professionals, information, volunteers, and through their donors, supporting funds to provide these.
- My immediate and extended family members have also performed volunteer tasks to help get people vaccinated and support these and other efforts around the world.

What can you do about it?

You don't have to be a superhero to do what you can do to help others. You are on the Internet, and you can use your connections and know-how to seek the truth and get it out there. Go to the CDC and WHO and get facts. Seek out medical professionals and get 2nd and 3rd opinions. Armed with the facts, create compelling content and get it online. Announce it to all, stand by it with referenced facts, and do a great presentation. You can do it now. Let me know about it and I will help promote it. You will get great social media attention too!

Conclusions

Right here, right now, you can help save millions of lives. It's not hard, or expensive. You will likely never again be able to do this much good. Don't miss this once-in-a-lifetime opportunity.

Save lives – On the Internet – It's easy – It's fun – Get it out there now!

2 <https://ekidspower.com>

3 <https://izen.ai/>

4 <http://a2e.co/>

5 <https://psilionsclub.com/global-initiative-for-health-and-wellness/>