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## 2017 Johns Hopkins Document Called “SPARS 2025-2028” Mirrors Today’s COVID Crisis

### Description

via: [Centipede Nation](#)

A 2017 document by Johns Hopkins is currently going viral which details plans for a global medical response under a hypothetical ‘exercise’ pandemic named “SPARS 2025-2028”, mirroring today’s world scenarios under COVID-19.

From John Hopkins’ [centerforhealthsecurity.org](https://www.centerforhealthsecurity.org):

The Center’s SPARS Pandemic exercise narrative comprises a futuristic scenario that illustrates communication dilemmas concerning medical countermeasures (MCMs) that could plausibly emerge in the not-so-distant future.

[...]The self-guided exercise scenario for public health communicators and risk communication researchers covers a raft of themes and associated dilemmas in risk communications, rumor control, interagency message coordination and consistency, issue management, proactive and reactive media relations, cultural competency, and ethical concerns.

The most interesting thing about this document is how it mirrors and outlines the entirety of the current Pandemic. The similarities are uncanny, including strategies for the MSM, presidents and celebrities being used to sell the vaccines – to the actual fatality rates being ‘predicted’ along with the numbers, to tweets and marketing campaigns, to “isolation procedures”. They even planned in advance how to counter people’s arguments on social media that question the side effects of the experimental vaccines, including calling everyone questioning the main narrative a conspiracy theorist.

Some people on social media have commented that the paper was basically a retrospective on the past year, and asked the questions about where the breakdowns in communication were. The interesting part is that while it reads like a retrospective of the past year, the John Hopkins website says that it was completed in October 2017.

### Highlights

- “After showing no adverse side effects for nearly a year, vaccine recipients slowly began to experience symptoms.”
- “As time passed and more people across the United States were vaccinated, claims of adverse side effects began to emerge.”
- “As the investigations grew in intensity, several high-ranking officials at the CDC and FDA were forced to step down and withdraw from government.”
- “Nearing the end of 2027, reports of new neurological symptoms began to emerge.”

- “Several parents claimed that their children were experiencing neurological symptoms.”
- “Small groups of individuals spread throughout the country, for example, who felt that natural cures such as garlic and vitamins would be more effective at treating SPARS than an “untested” drug, were much less likely to accept Kalocivir as a treatment option or even seek medical attention for SPARS-like symptoms. Similarly, some ethnic minorities, and particularly ethnic groups who lived close together in large, tight-knit communities, also rejected Kalocivir.”
- “As the pandemic tapered off, several influential politicians and agency representatives came under fire for sensationalizing the severity of the event for perceived political gain. As with many public health interventions, successful efforts to reduce the impact of the pandemic created the illusion that the event was not nearly as serious as experts suggested it would be. President Archer’s detractors in the Republican Party seized the opportunity to publicly disparage the President and his administration’s response to the pandemic, urging voters to elect “a strong leader with the best interests of the American people at heart.” “
- “In an effort to further reach certain population subgroups, agency officials enlisted the help of well-known scientists, celebrities, and government officials to make short videos and Zap clips and, in a few cases, give interviews to major media outlets. Among those chosen were former President Jaclyn Bennett; BZee, a popular hip-hop star; and Paul Farmer, co-founder of Partners in Health and a renowned global health expert... While common messaging resulted in more cohesive traditional media coverage, the celebrity outreach campaign was more problematic.”
- “What are the roles of a media-literate staff and organizational capacity to communicate via both social and traditional media platforms critical to understanding and influencing public debates about an MCM like Kalocivir?”
- “What communication strategies might be effective for breaking into, and engaging with otherwise self-isolating groups who oppose a recommended MCM like Corovax and might be placing themselves and others at risk during the outbreak?”
- How might federal health authorities avoid people possibly seeing an expedited SPARS vaccine development and testing process as somehow “rushed” and inherently flawed, even though that process still meets the same safety and efficacy standards as any other vaccine?
- “That month, a group of parents whose children developed mental retardation as a result of encephalitis in the wake of Corovax vaccination sued the federal government, demanding removal of the liability shield protecting the pharmaceutical companies responsible for developing and manufacturing Corovax.”
- “Given the positive reaction to the federal government’s response and the fact that the majority of US citizens willing to be vaccinated had already been immunized, the negative publicity surrounding adverse reactions had little effect on nationwide vaccination rates.”
- “A widespread social media movement led primarily by outspoken parents of affected children, coupled with widespread distrust of “big pharma,” supported the narrative that the development of SPARS MCMs was unnecessary and driven by a few profit-seeking individuals. Conspiracy theories also proliferated across social media, suggesting that the virus had been purposely created and introduced to the population by drug companies or that it had escaped from a government lab secretly testing bioweapons.”
- “In order to prioritize distribution of limited Corovax supply, the federal government requested that states report summary information for patient electronic health records (EHRs) to estimate the number of individuals in high-risk populations. This effort was met with resistance from the public, who protested the federal government accessing their private medical information.”
- “The Corovax vaccination program met resistance from several groups: alternative medicine proponents, Muslims, African Americans, and anti-vaccination activists. Initially operating

independently, these groups banded together via social media to increase their influence.”

- “Japan announced that it would not approve Corovax for use in Japan in favor of developing and producing its own vaccine.”