Shield our Kids programme

1. This programme is based on the targeted distribution of a Notice of Liability (NOL) that will notify those people *that are most responsible* for the Covid injection programs in Canada to alert them to the fact that they are involved in an illegal act, based on The Food and Drug Act section on Illegal Marketing of  Drugs and Devices. <https://www.canada.ca/en/health-canada/services/drugs-health-products/marketing-drugs-devices/illegal-marketing.html>

2. Recognizing that the power behind the rollout of Covid injections might not lie in the hands of politicians, public health officers or the presidents of universities. The first task will be to identify those two are actually authorizing injection clinics. This group might include the owners of pharmacies or the chief administrator, treasurer and clerk of a municipality in which these clinics are situated. It might be the school board trustees or the hockey league coaches union. This will require some initial effort at investigation.

3. The strategy behind this type of NOL is based on the realization that that notifying parents themselves of the risks, lack of benefit and the unethical marketing of these Covid injections will not work to prevent them from lining up with their children to get the shots at the earliest opportunity. They are under the illusion that the shots are protective and without adverse effects. In other cases, people are being coerced into getting the shots by employers and universities. Therefore, our strategy is to alert the “shot givers” to the financial and legal risk of administering the Covid injections and thereby make the shots unavailable.

The required elements of this program are:

1. Create a Notice of Liability (NOL) based on illegal marketing of drugs and devices.

2. Identify the persons responsible for marketing the shots. These will be the people who have the power to stop the programme.

3. Create a database of these persons:

    1. name of NOL recipient and position in the company/organization

    2. location,

    3. evidence of illegal marketing,

    4. date of delivery of the notice

 5. identify two persons to cc. the NOL to.

    6. name of delivery person or method of delivery,

    7. record of replies (if any).

**THE DIFFICULT PARTS:**

* Identify the key person responsible.
* Collect, if possible, evidence of illegal marketing, such as an advertisement or statement that the shots are “safe and effective”, coercion practices, or endorsement.
* Delivery and collection of replies. This team will also be responsible for confirming the lack of response from the targeted individuals with regard to their compliance with removing all marketing material. The team will have several tiers, from administration to delivery.
	+ METHODS OF DELIVERY: email with read reply, hand delivered, rarely by certified mail. It is important to ensure that it is received by the recipient and have a record of that.

 OPTIONAL: Create a webpage that allows anyone in Canada to undertake the same program and return the results to the Canada Health Alliance for recording in our database. As you can imagine this is a huge undertaking. There might be a domino effect in which case not all NOLs will be needed, but that is uncertain.

**The outcomes that we expect from the program are:**

1. **PRIMARY OUTCOME** Those people immediately responsible for the shot programs will re-examine their financial risk and risk of imprisonment, and see that they are vulnerable. Hopefully, this induces them to stop the injection programmes.
2. In addition, we hope to encourage them to examine the evidence for the Covid injections i.e. necessity, efficacy, safety. (See attachment from Doctors 4 Covid Ethics)
3. **SECONDARY OUTCOME** Those people immediately responsible, if failing to comply to the NOLs, will be deemed to have broken the law and can be punishable.