SKUPIE RESEARCH · WHITE PAPER No. 6

Position paper

What Skupie Is: An Information Access Portal Between the Agencies and the Parents

A distribution mechanism, not a source. Built to fill the gap between the federal and state agencies that hold the information and the families who need it, so the agencies and the schools carry less and parents know more.

Eric Klasson, Founder, Skupie Inc. · November 2026 · Published November 2026

The one-paragraph version

The information a parent needs during the school year already exists and is already public. CDC, FDA, the state health departments, the state education agencies and the American Academy of Pediatrics publish it, on their schedules, in their formats, for readers who come looking. Parents do not come looking; they ask the group chat. Skupie is the link between the two. It reads the accredited sources, keeps the date and the citation on every item, rewrites nothing but the reading level, and puts the result on the parent's phone, organized around their child's school year. The agencies keep the authority and the burden of being right. The schools keep their letters and their nurses. Skupie carries the message the last mile, and nothing else.

Skupie does not make information. Skupie delivers information to parents.

The gap

Skupie's first two white papers measured it: in August 2026 a parent searching for a common school-year illness reached an accredited, dated answer in a minority of attempts. The 2026 measles year (White Paper 5) shows the same gap under load: CDC posts a record count every Wednesday, seven states run daily dashboards, and the parent in an outbreak county learns about it from another parent, a day late, with the number wrong.

The gap is not a failure of the agencies. It is the predictable result of asking sources to also be distributors. A state epidemiologist's job is to count correctly and publish; it is not to reach 1.4 million households in plain language on their phones by Thursday. A school's job

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is to teach; it sends the exclusion letter it is required to send and has no way to send the context. The parent is left to assemble a picture from pieces written for other readers.

Who	What they hold	What they are not set up to do
Federal agencies (CDC, FDA, HHS)	National surveillance, vaccine schedules and labels, product recalls, guidance.	Reach individual families; write at a parent's level; tell a parent what is local.
State health departments	Local case counts, outbreak notices, school immunization rules, exposure follow-up.	Push notices beyond their press list; reconcile their count with CDC's in public.
State education agencies and schools	Attendance and readiness requirements, exclusion rules, the nurse's letter.	Explain the illness behind the letter; keep the explanation current.
Professional bodies (AAP, Immunize.org)	Parent-facing explanations of conditions, vaccines and care.	Be found at the moment of need; be tied to the local picture.
Parents	The child, the decision, the group chat.	Know which of the above to read, when, and whether it is current.

What Skupie is

An information access portal with four properties. Each is a design rule, enforced in the product and in how it is built.

- **Sourced.** Every card in the app traces to one accredited source. The source and its date are on the card. 41 Fact Sheets today; a source registry of 16 federal and 51 state sources behind them.
- **Faithful.** We do not correct accredited data. We summarize it, and when sources differ, we note the difference. Skupie adds no guidance of its own; the review is a fidelity check against the source, not a clinical review, and the product is not a medical device.
- **Organized around the child.** Not around the agency. A parent sees the school year (What's Going Around, School Readiness, Fact Sheets, Ask a Question, Household), and the agency content sits inside it where the question arises.
- **Dated and re-read.** A card that says "as of 12 November" is honest the day after only if someone re-reads the source. Skupie watches its sources on their schedules and re-dates or re-drafts when they change; a change becomes a founder-approved update, never a silent edit.

And three things it is not, stated so no one has to wonder: not a source of medical advice; not a replacement for the health department's notice, the school's letter or the pediatrician's call; not a publisher of its own counts, models or forecasts.

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What this takes off the agencies and the schools

Burden today	With a distribution layer
Answering the same parent question hundreds of times by phone and e-mail.	The answer, as the agency wrote it, is already in the parent's hand with the agency's name on it.
Being misquoted by a screenshot in a group chat.	The dated, cited summary is what circulates; the citation goes with it.
The school nurse explaining an exclusion rule she did not write.	The letter goes out as it does today; the Fact Sheet it points to carries the state's rule and the source.
Reconciling a state count with CDC's in public.	Both are shown, with their dates and the reporting lag, as a difference rather than a dispute.
Reaching families who do not read English.	The same cited summary in Spanish, from the same source, on the same date.

None of this asks an agency to change what it publishes. It asks, at most, for what White Paper 5 lists: a dated machine-readable count, a stated reporting lag, breakdowns by age and vaccination at the state level. Skupie is asking the sources for these this month, in writing.

What this gives parents

Fully informed is not alarmist. It means a parent knows, on any day of the school year, three things: what the agencies are saying, whether it applies to their county and their child's age, and what is unchanged. The third is the one most products omit and the one that lets a family make a decision instead of react to a headline. Skupie's parent content is written around a standing line, "What you don't have to do now," for that reason.

The goal is a parent who makes the decision with the same facts the health department has, on the same day, and knows which facts are theirs to act on.

Where we stand, honestly

- **Built:** 41 Fact Sheets, School Readiness, What's Going Around, Ask a Question (summarizes, does not advise), Household (two adults, six children, one subscription); the source registry; the Research series; the brand and content standards.
- **In progress:** Android pre-launch testing; iOS after Apple enrollment; daily source watchers (December); Spanish for the newer content; written data-access agreements with federal and state sources (letters going out this month).
- **Not built, by design:** our own data, our own advice, our own clinical review.

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- **Business model:** a small subscription, and nothing else. No advertising, no sale of data, no sponsored content; the content a parent reads is never paid for by anyone but the parent.
- And this is just the start. Creating the content and features you need is part of our mission: to be parent-focused. Tell us what you need, and we will make it part of the app experience.

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