

Community Needs and Resources

AMHERST

January 2023



PUBLIC HEALTH INSTITUTE
OF WESTERN MASSACHUSETTS
PARTNERS FOR HEALTH EQUITY



413CARES
Connecting People With Resources

Amherst Profile

Census Data



Census Data: Age



Total Population: 39,263

Median Age Amherst

The median age of
Our Community is

22.0
years-old

This is **younger than** the
U.S. median age of 38.1
years.

Median age of the population versus U.S. for the 2-
ZCTA area (ACS 2015-2019).

Source: Broadstreet, ACS 2015-2019

Number of Children Under 5 Years

Amherst

981

2.5% of our Community are
children under 5 yrs old

Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

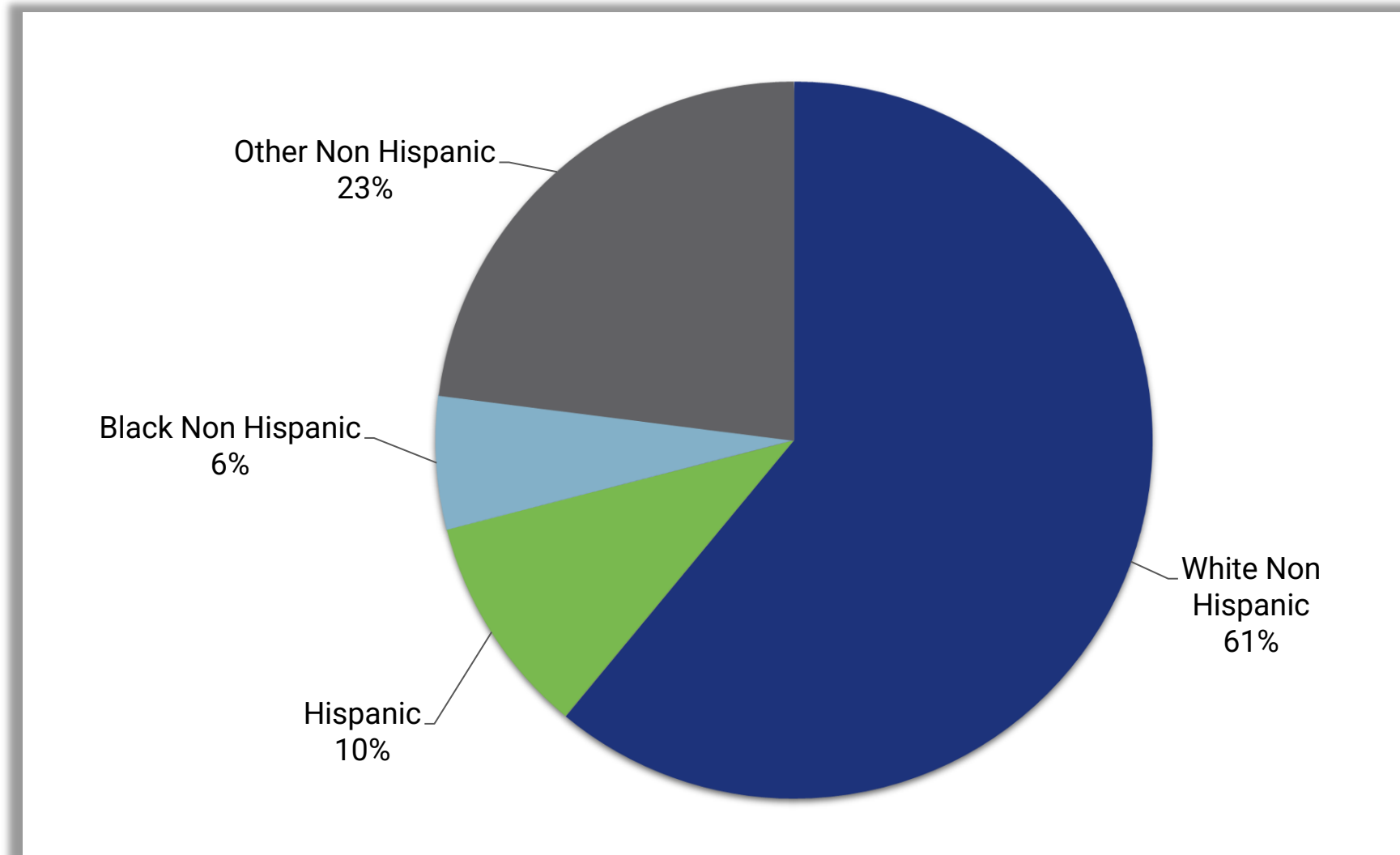
Number of Seniors in Our Community

Amherst

3,282

8.2% of our Community
are senior 65+ yrs old

Census: Race & Ethnicity in Amherst

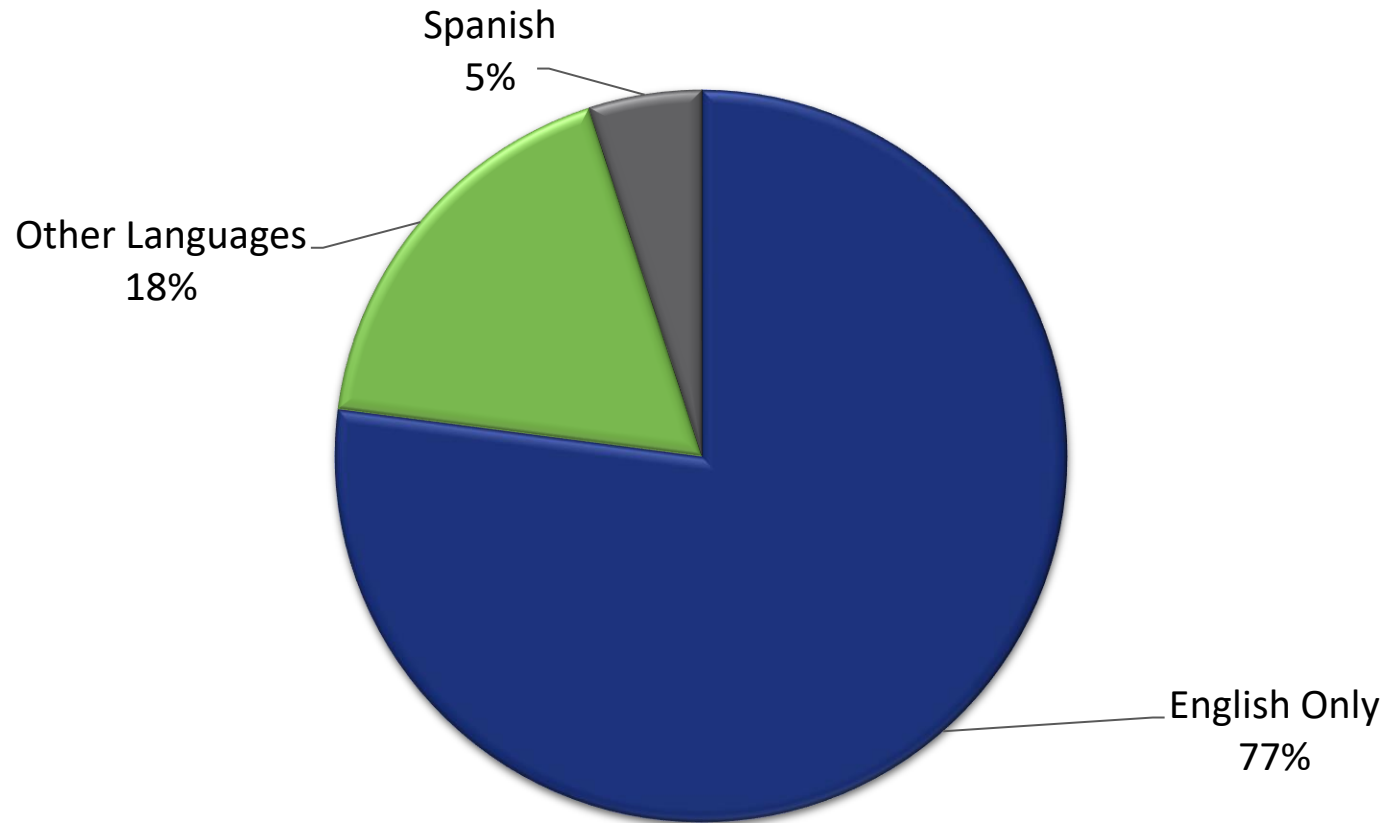


Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

Census Data: Language

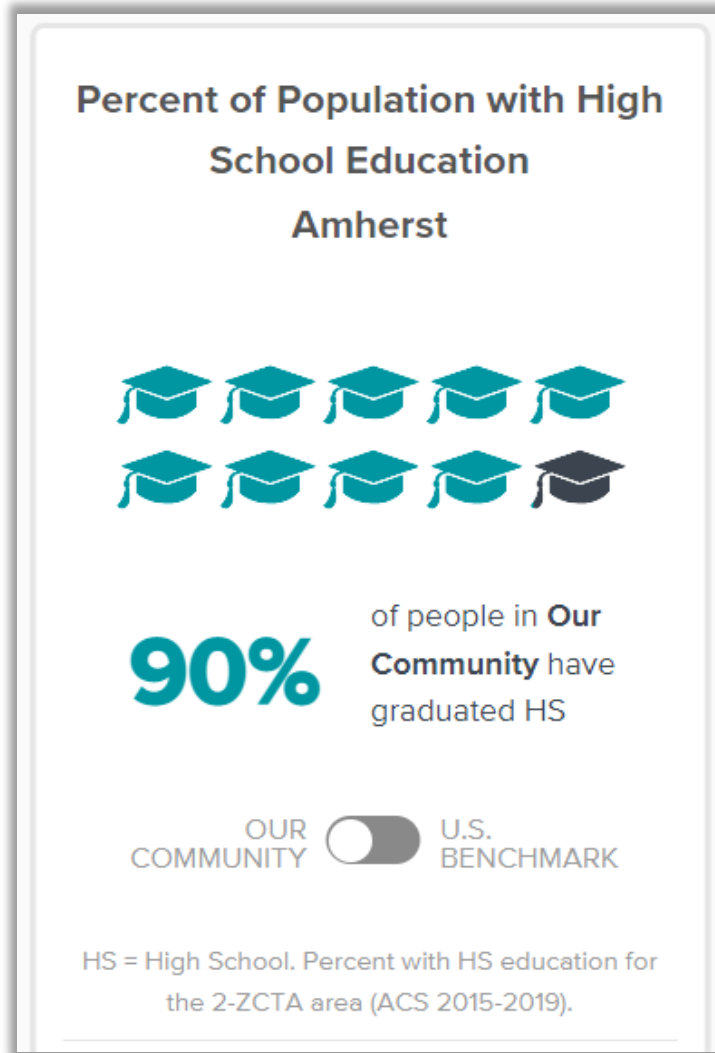


Languages Spoken at Home in Amherst



Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

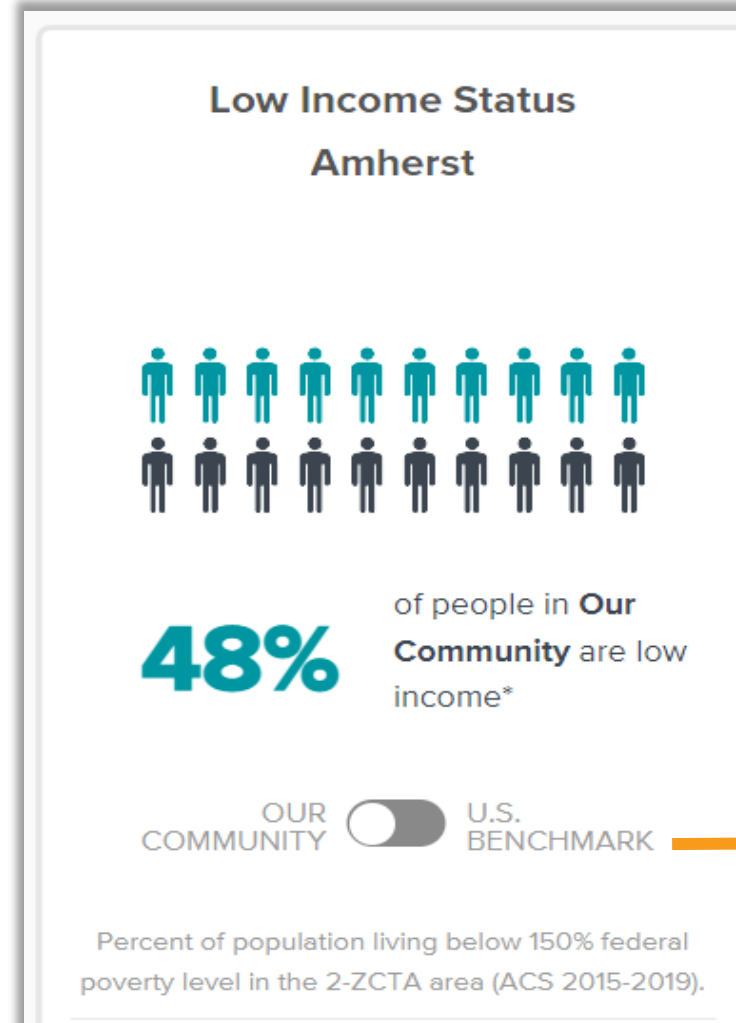
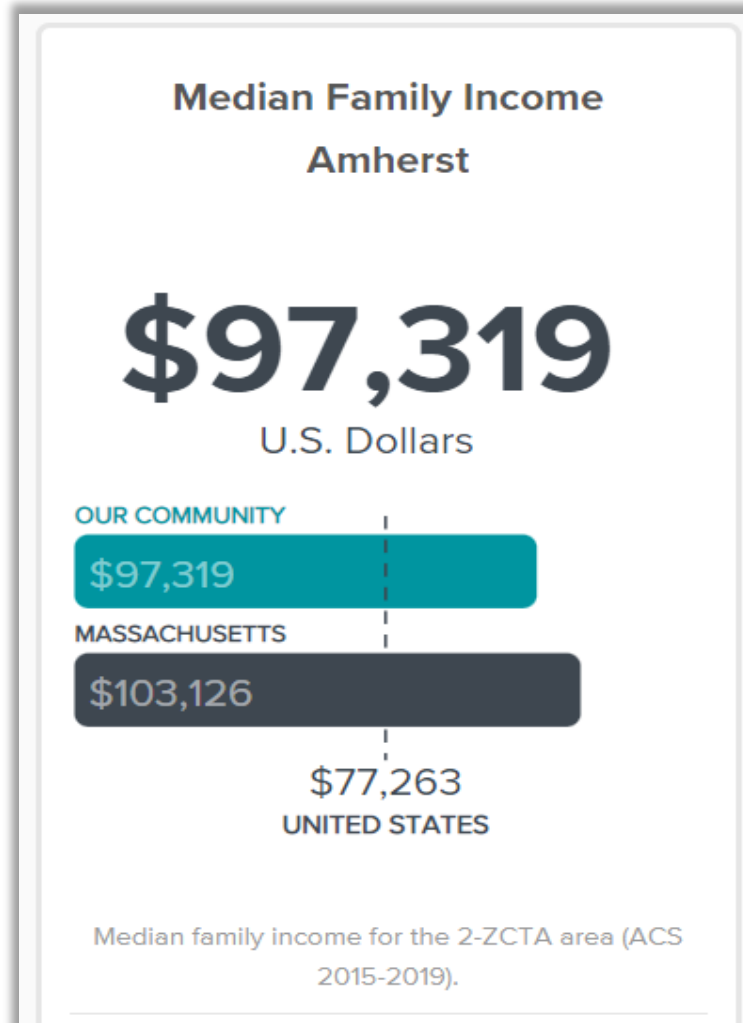
Census Data: Education



compared to **88%** of US population

Source: Broadstreet, ACS 2015-2019

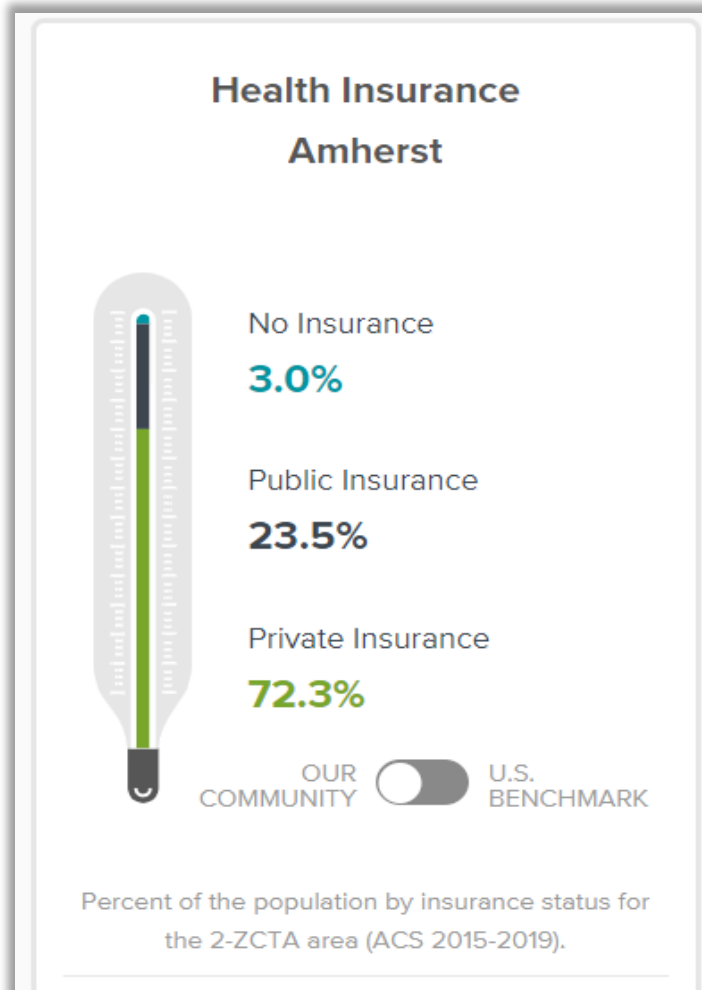
Census Data: Income



*compared to 22%
of US population*

Source: Broadstreet, ACS 2015-2019

Census Data: Health



Compared to US population:

- No Insurance – 8.8%
- Public Insurance – 32.9%
- Private Insurance – 54.7%

Source: Broadstreet, ACS 2015-2019

Amherst Profile

COVID-19 Data



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COVID Data: Amherst

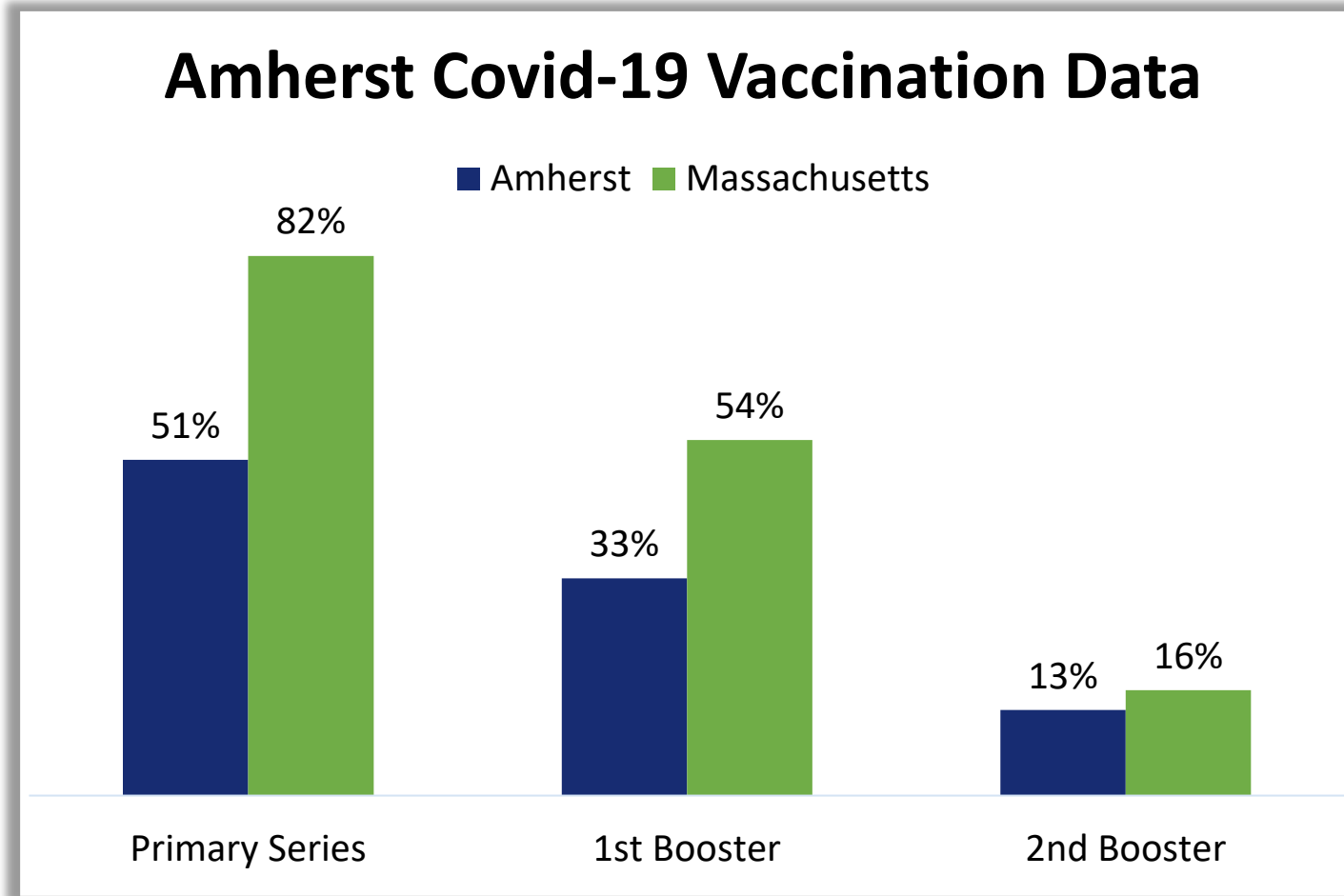


Total Population: **39,263**

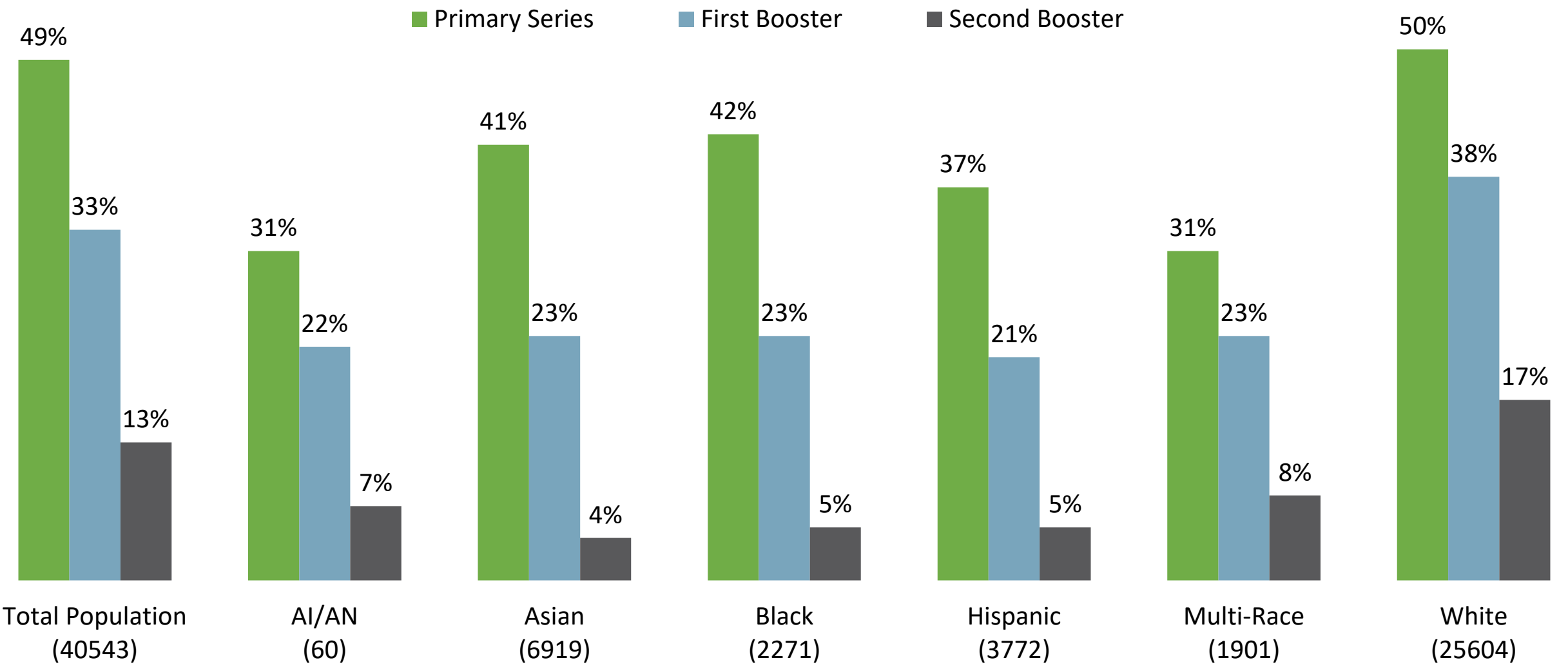
Total COVID Cases: **10,016**

Total COVID Deaths: **40***

**death total from 2020 & 2021 only.*

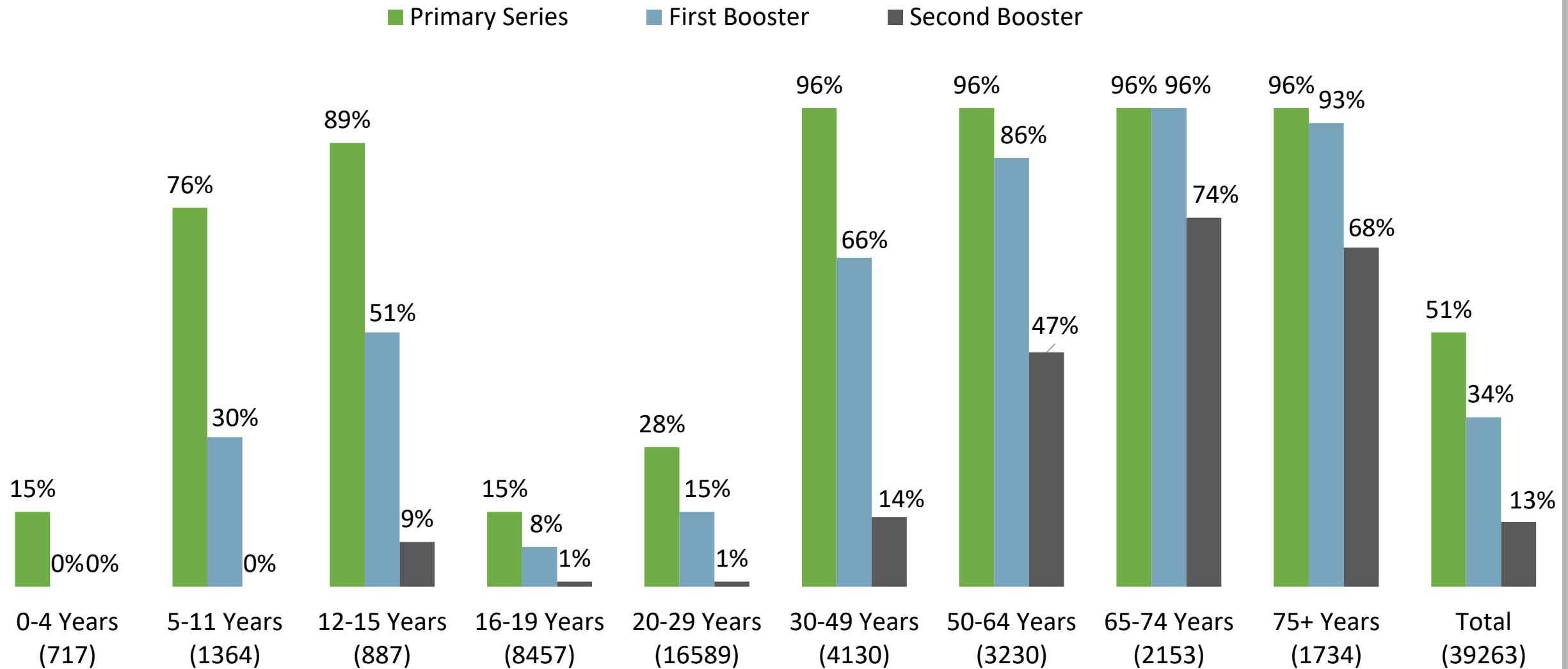


Vaccination Rates by Race/Ethnicity in Amherst



Source: MA Department of Public Health [Covid-19 Response Reporting](#), October 2022

Vaccination Rates By Age in Amherst



COVID Community Impact Survey (CCIS)



In **November 2020**, the MA Department of Public Health implemented the survey to better understand the most pressing health needs facing the Commonwealth due to the pandemic, including the social and economic consequences.

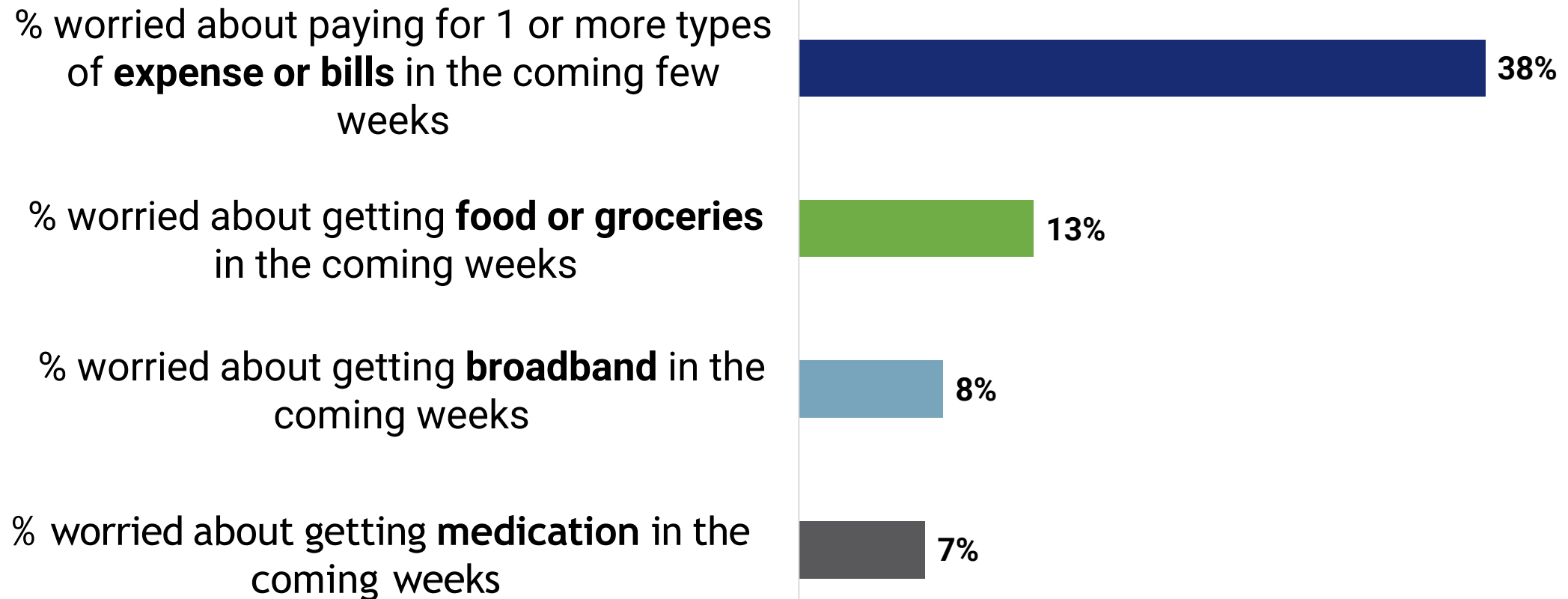
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities
- **In Amherst, there were 145 respondents.**

It is important to note that these findings are only representative of those who participated in the survey and may not be representative of the experiences of everyone in Amherst or have good representation from priority populations.

CCIS Data: Amherst



Worried about Basic Need Expenses (N=145)



CCIS Data: Amherst



Impact on Income and Jobs (N=145)

% worried they may have to **move out** of where they live in the next few months



% worried about paying **mortgage, rent, or utilities** related expenses



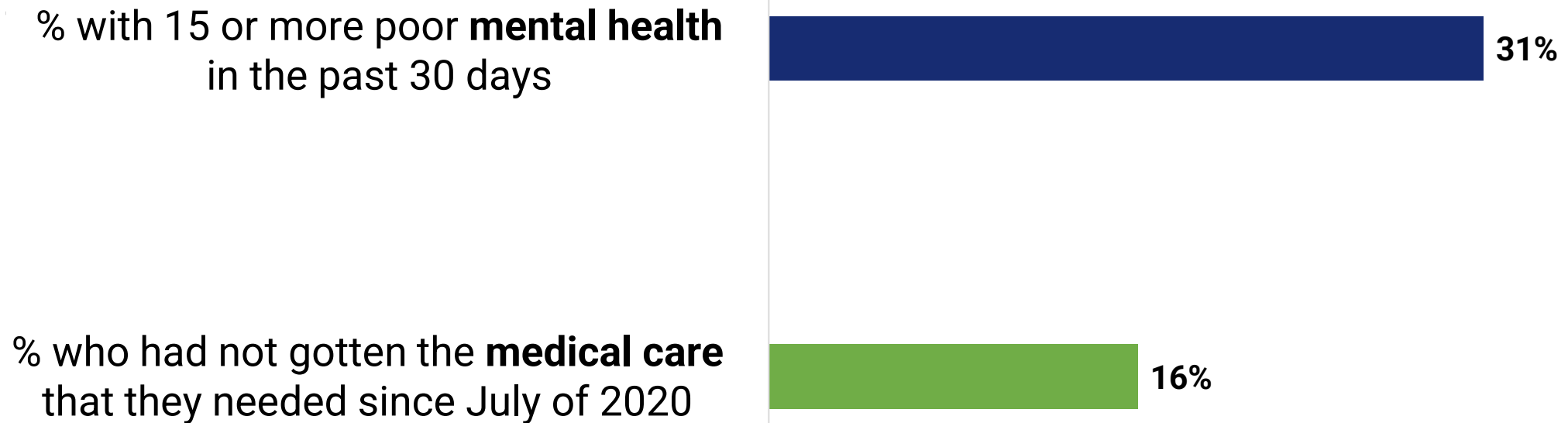
% of employed residents who experienced **job loss**



CCIS Data: Amherst



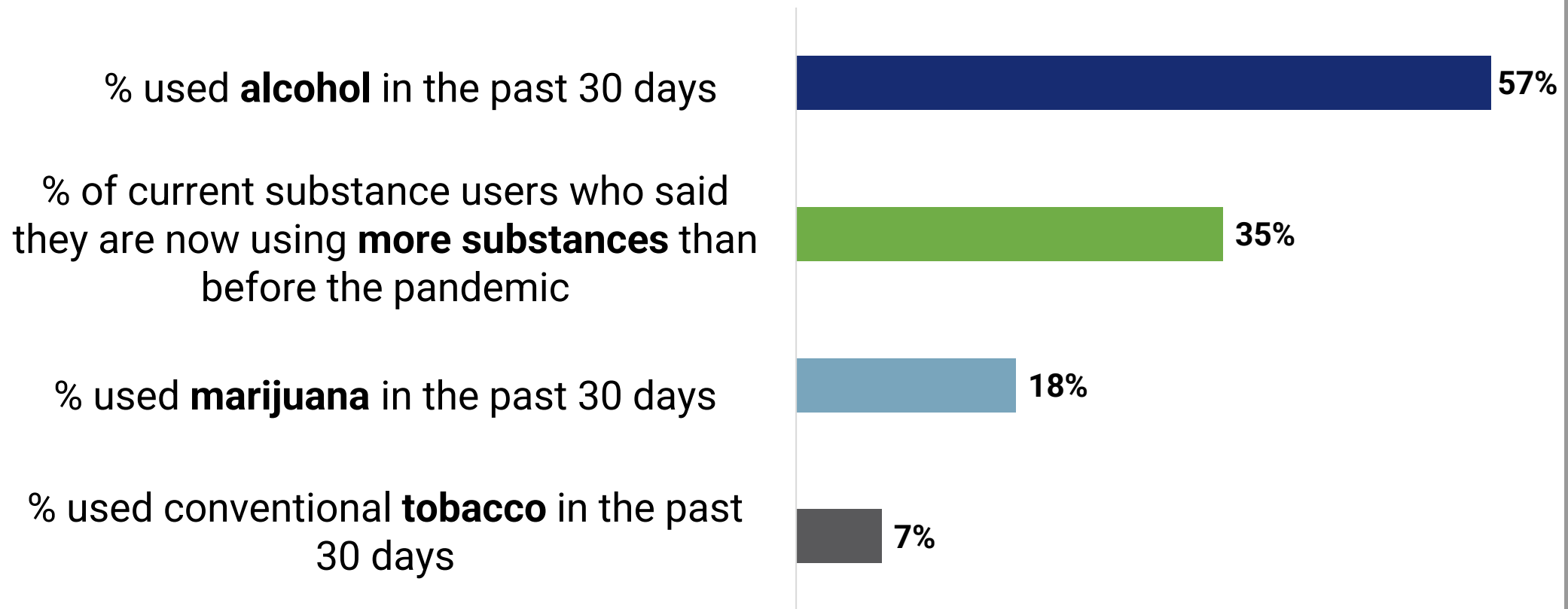
Impact on Health (N=145)



CCIS Data: Amherst



Substance Use (N=145)



Amherst Profile

413Cares Resources



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413Cares Overview

- Central place for up-to-date information about local community services and how to access them
- Input from social service and health care agencies
- Bi-directional referral capability and helpful tools for community-based organizations
- Completely FREE to use
- Funded by Baystate Health and the MA Department of Public Health
- Built on the findhelp.org national platform



Support and Vested Interest for 413Cares



Advisory Board



Funders



ADVANCING CARE.
ENHANCING LIVES.



413Cares Partnerships

Partnerships aim to direct people to specific types of needed resources

- [Digital Resources](#)
- [Addiction and Recovery Resources](#)
- [Food Navigation](#)
- [Mentoring](#)
- [Breaking Stigma of Substance Use](#)

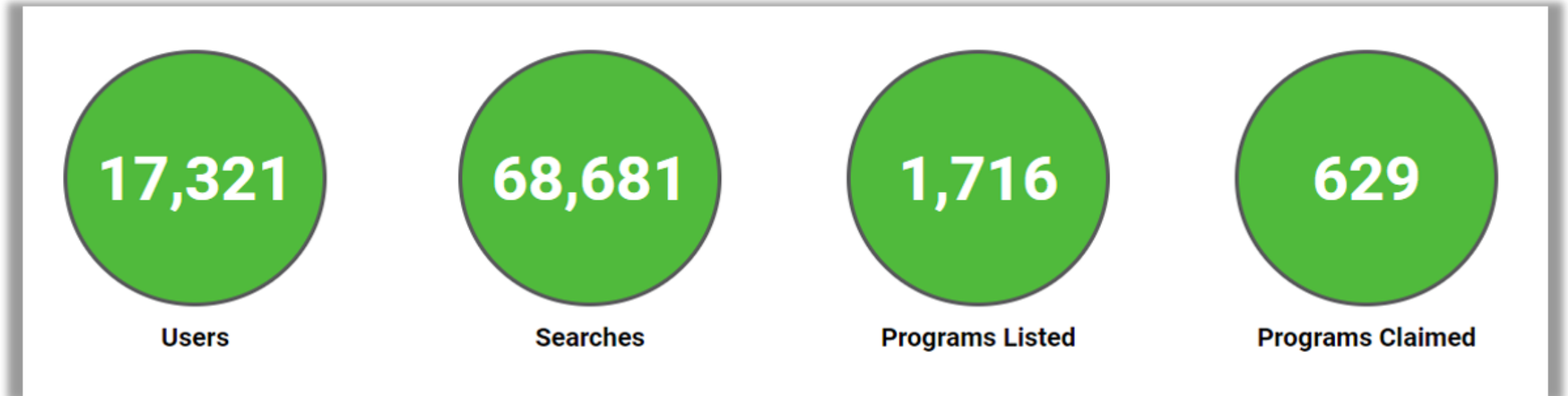


More partnerships are on the horizon!

413Cares Engagement



As of December 2022



413Cares Growth

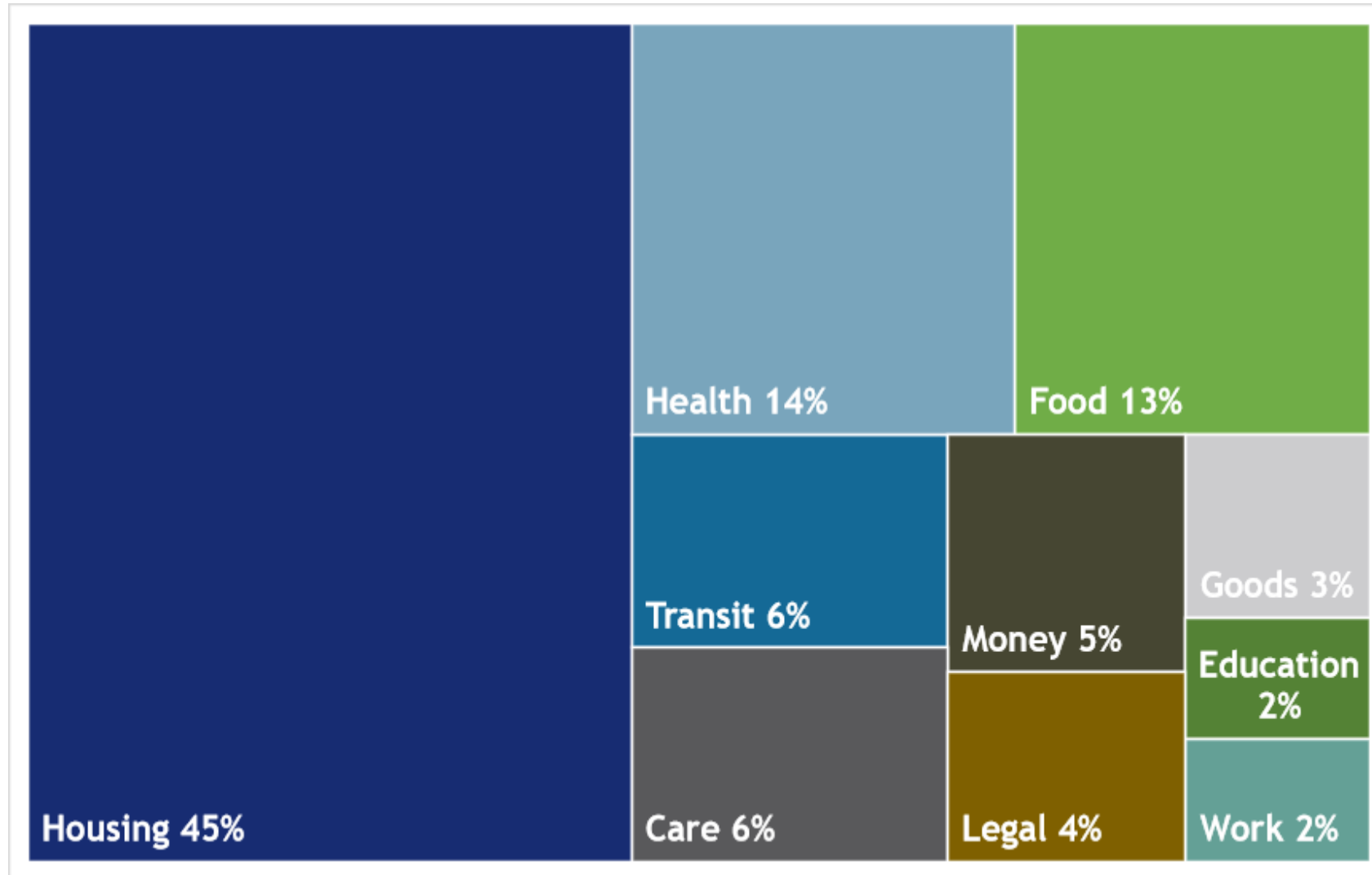


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

What are people searching for in Amherst?



Search categories (all time) in Amherst



Search terms (all time) in Amherst

Term	Searches
housing	61
housing, fpil_elig	24
food	21
mental health	18
food delivery	12
help find housing	11
help pay for housing	11
rental assistance	10
transportation	10
food assistance	10
internet	9
childcare	8
seniors, seniors, fpil_elig	6
help pay for internet	6
understand government	6

Amherst Programs on 413Cares

- **507** programs serving Amherst on 413Cares
- **228** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	15	45	8	7	81	41	113	53	17	21

Local = Programs that provide services throughout a county, city, or a postal/zip code.

413Cares Supporting Amherst



- Raising awareness of existing services
- Connecting people to needed services and programs
- Connecting service providers to each other

413CARES
Connecting People With Resources

Check Out the Online Community Resource Database For the 413

Search for and connect with **FREE** resources in your community

Find FREE and reduced-cost services and programs related to:

- Housing
- Food and Nutrition
- Early Education
- Behavioral Health & Recovery
- Healthcare
- And More!

413Cares is free, easy to use and can be used anonymously

Watch Video to Learn More
Scan with the cares app on your smartphone.

GO TO **413Cares.org**

Brought to you by

The graphic is a vertical rectangular poster. At the top is the 413Cares logo, which includes a green location pin icon with a person silhouette inside. Below the logo is the tagline "Connecting People With Resources". A green banner contains the text "Check Out the Online Community Resource Database For the 413". The main body of the graphic features a light blue background with an illustration of a woman with dark hair, wearing a pink shirt, sitting at a desk and looking at a computer monitor. To the right of the illustration, the word "FREE" is written in large, bold, green letters. Below this, the text "Search for and connect with" is followed by "resources in your community". A green horizontal bar contains the text "Find FREE and reduced-cost services and programs related to:" followed by six circular icons representing different service categories: a house for Housing, an apple for Food and Nutrition, a book for Early Education, a person with a heart for Behavioral Health & Recovery, a red cross for Healthcare, and a person with a location pin for And More!. Below this bar, it states "413Cares is free, easy to use and can be used anonymously". At the bottom, there is a QR code, a green arrow pointing right with the text "Watch Video to Learn More", and three smartphone icons. The bottom of the graphic features a green arrow pointing right with the text "GO TO 413Cares.org", another QR code, and the text "Brought to you by" followed by the Public Health Institute of Western Massachusetts logo.

413Cares Resources

- **Schedule trainings** for community providers, offices, stakeholders, and constituent service staff to get more programs claimed and people connected to services
 - To schedule a training, contact 413Cares Staff:
 - Liv Anna Homstead, LHomstead@publichealthwm.org and
 - Francheska Bermudez, FBermudez@publichealthwm.org
- **Distribute materials** – tip cards, posters
 - Available in English and Spanish, and other languages upon request
- **Use the search widget on your site**



The search widget features the 413CARES logo at the top, which includes a person icon with a location pin and the text "413CARES Connecting People With Resources". Below the logo are three input fields: a text box for "Keyword or program name", a text box for "Enter your ZIP code", and a dark grey button labeled "SEARCH".



The graphic for 413Cares.org features a green header with the text "413Cares.org Connecting YOU with Resources in Western Massachusetts An Online Community Resource Database For the 413!". Below the header is a "GO TO 413Cares.org" button and the text "Critical information, resources and referrals". A "Resources Available" section lists categories with icons: Food and Nutrition (apple), Housing (house), Behavioral Health & Recovery (heart with brain), Healthcare (cross), Early Education (ABC blocks), and "And More!". A second "GO TO 413Cares.org" button is followed by a QR code and the text "Scan with the camera app on your smartphone.". At the bottom, it states "413Cares is an online resource managed by the Public Health Institute of Western Massachusetts" and includes the 413CARES logo and the Public Health Institute of Western Massachusetts logo.

Interested in More Data?

MA COVID Community Impact Survey (CCIS)

For CCIS questions and to submit a request, contact:

Kathleen Szegda

kszegda@publichealthwm.org

Victoria Hill

vhill@publichealthwm.org



www.publichealthwm.org/what-we-do/research-evaluation/reports/COVID-Impact-TA

2022 CDH Community Health Needs Assessment

<https://www.cooleydickinson.org/wp-content/uploads/2022/10/Cooley-Dickinson-2022-Community-Health-Needs-Assessment-v2.pdf>



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QUESTIONS?

