

Community Needs and Resources

Baystate Franklin

January 2023

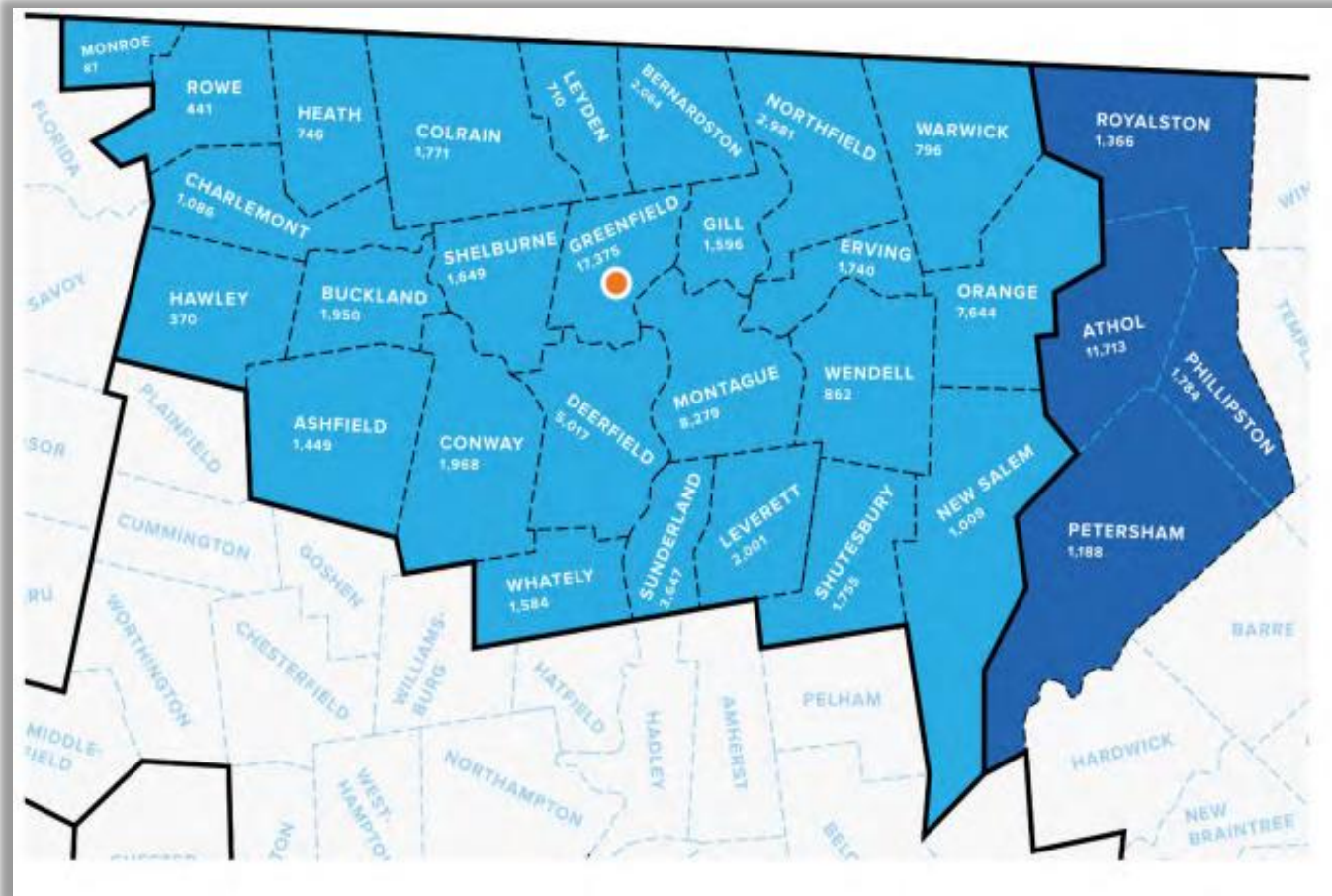


**PUBLIC HEALTH INSTITUTE
OF WESTERN MASSACHUSETTS**
PARTNERS FOR HEALTH EQUITY



413CARES
Connecting People With Resources

Baystate Franklin Hospital Service Area



Franklin County

- Ashfield
- Bernardston
- Buckland
- Charlemont
- Colrain
- Conway
- Deerfield
- Erving
- Gill
- Greenfield
- Hawley
- Heath
- Leverett
- Leyden
- Monroe
- Montague
- New Salem
- Northfield
- Orange
- Rowe
- Shelburne
- Shutesbury
- Sunderland
- Warwick
- Wendell
- Whately

Worcester County

- Athol
- Petersham
- Phillipston
- Royalston

**Baystate
Franklin
Profile**

Census Data



Census Data: Age



Total Population: 83,716

Median Age Baystate Franklin Area

The median age of
Our Community is

46.0
years-old

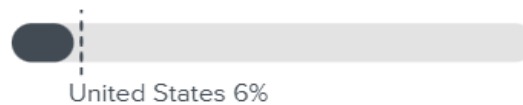
This is **older than** the U.S.
median age of 38.1 years.

Median age of the population versus U.S. for the 31-ZCTA area (ACS 2015-2019).

Number of Children Under 5 Years Baystate Franklin Area

3,885

children under 5 yrs



5% of **Our Community** are
children under 5 yrs old

Children under 5-years-old for the 31-ZCTA area
(ACS 2015-2019).

Number of Seniors in Our Community Baystate Franklin Area

17,707

seniors



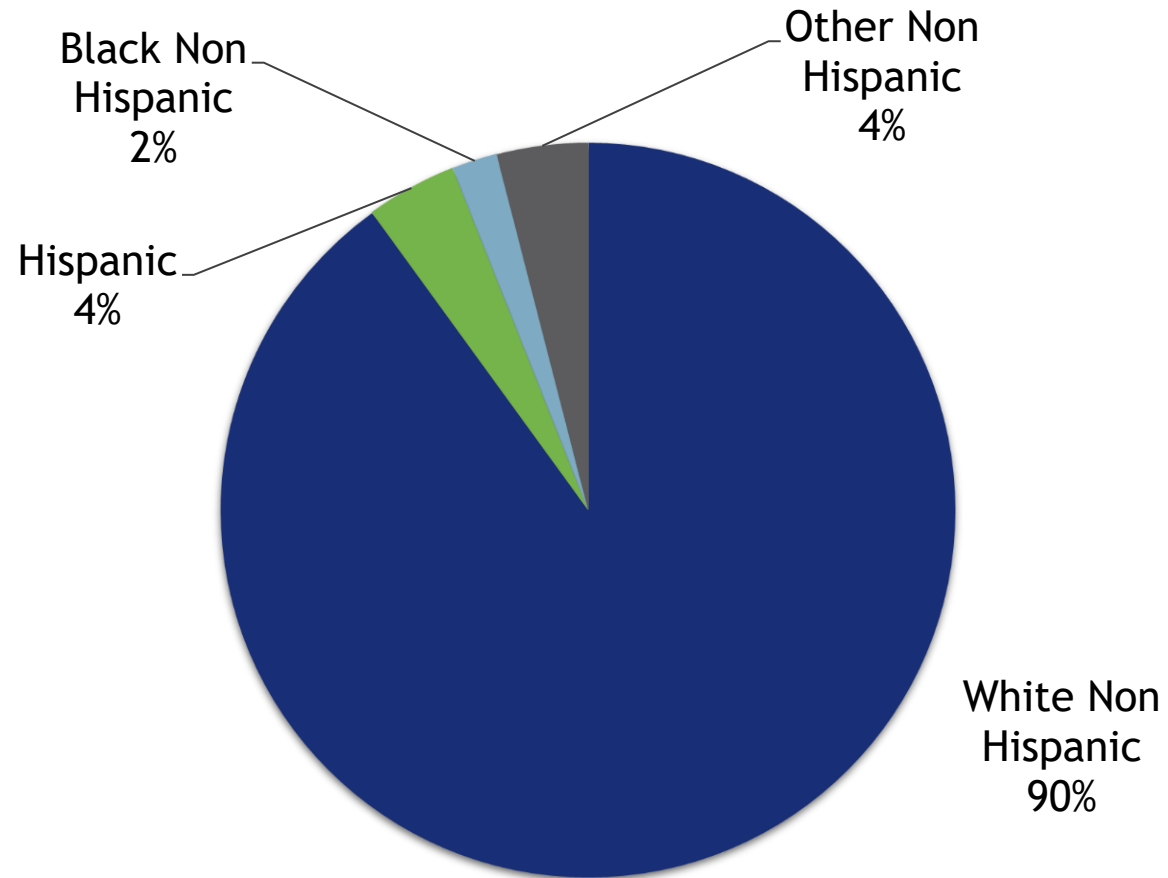
21% of **Our Community** are
seniors 65+ yrs old

Seniors ages 65 years and older for the 31-ZCTA
area (ACS 2015-2019).

Census: Race & Ethnicity



Race/Ethnicity in Franklin Area



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

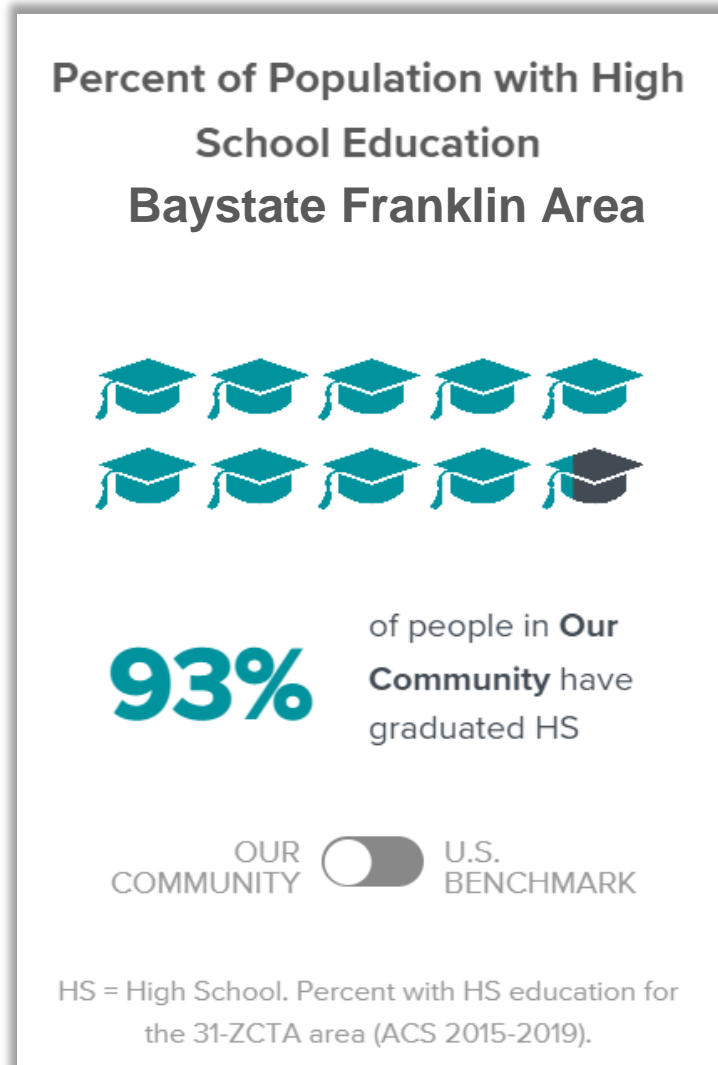
Census Data: Language

Top 10 Languages Spoken in Franklin Area



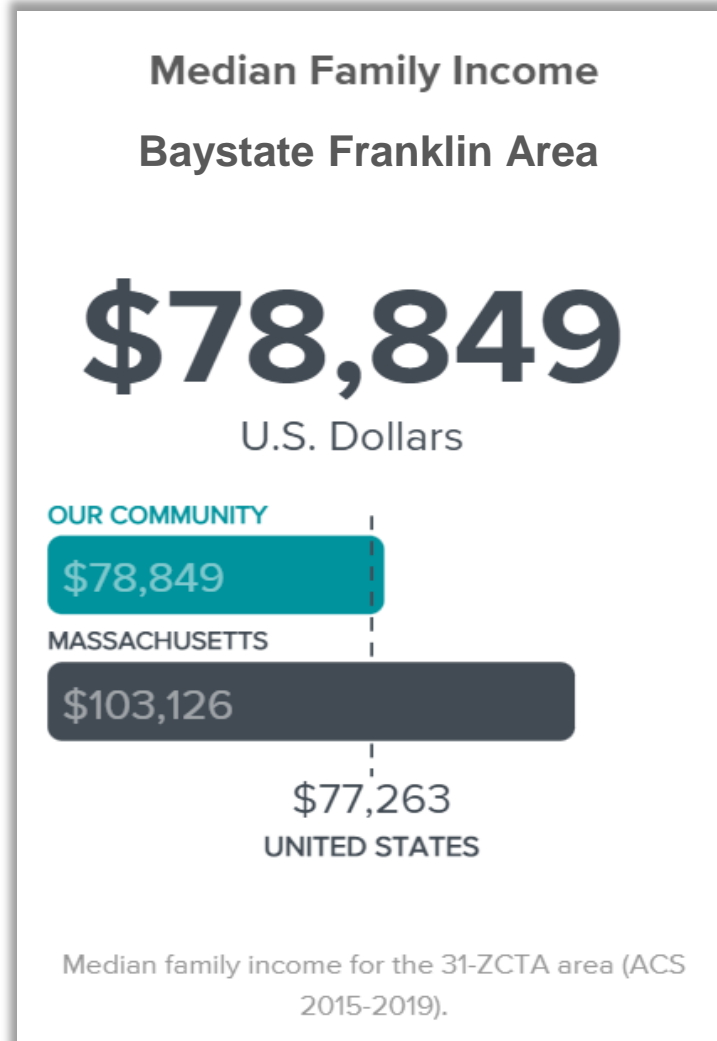
94% speak English only

Census Data: Education



compared to **88%** of US population

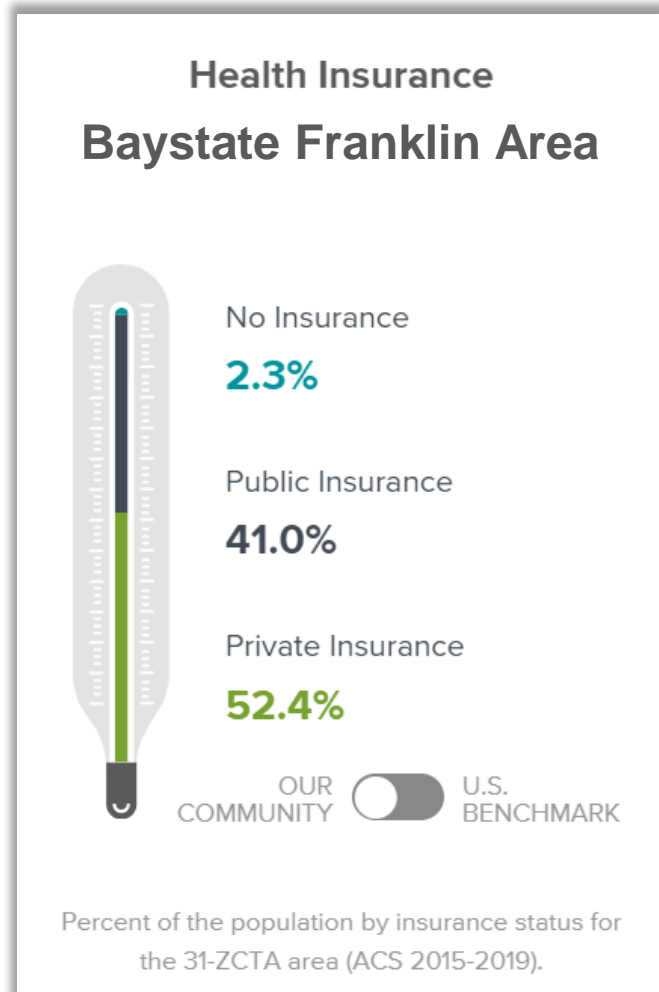
Census Data: Income



*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

**Baystate
Franklin
Profile**

COVID-19 Data



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COVID Data: Baystate Franklin Area

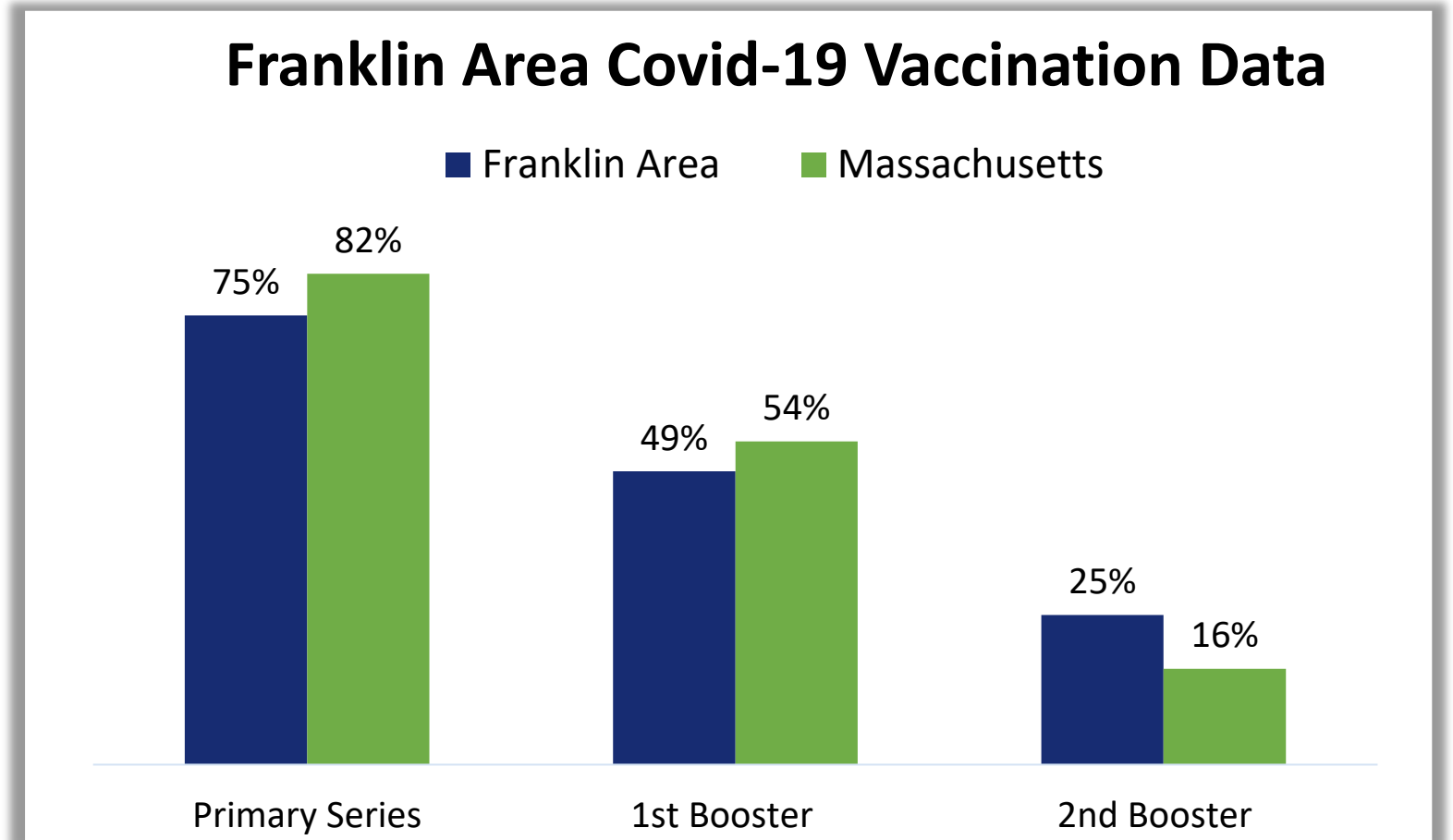


Total Population: **87,144**

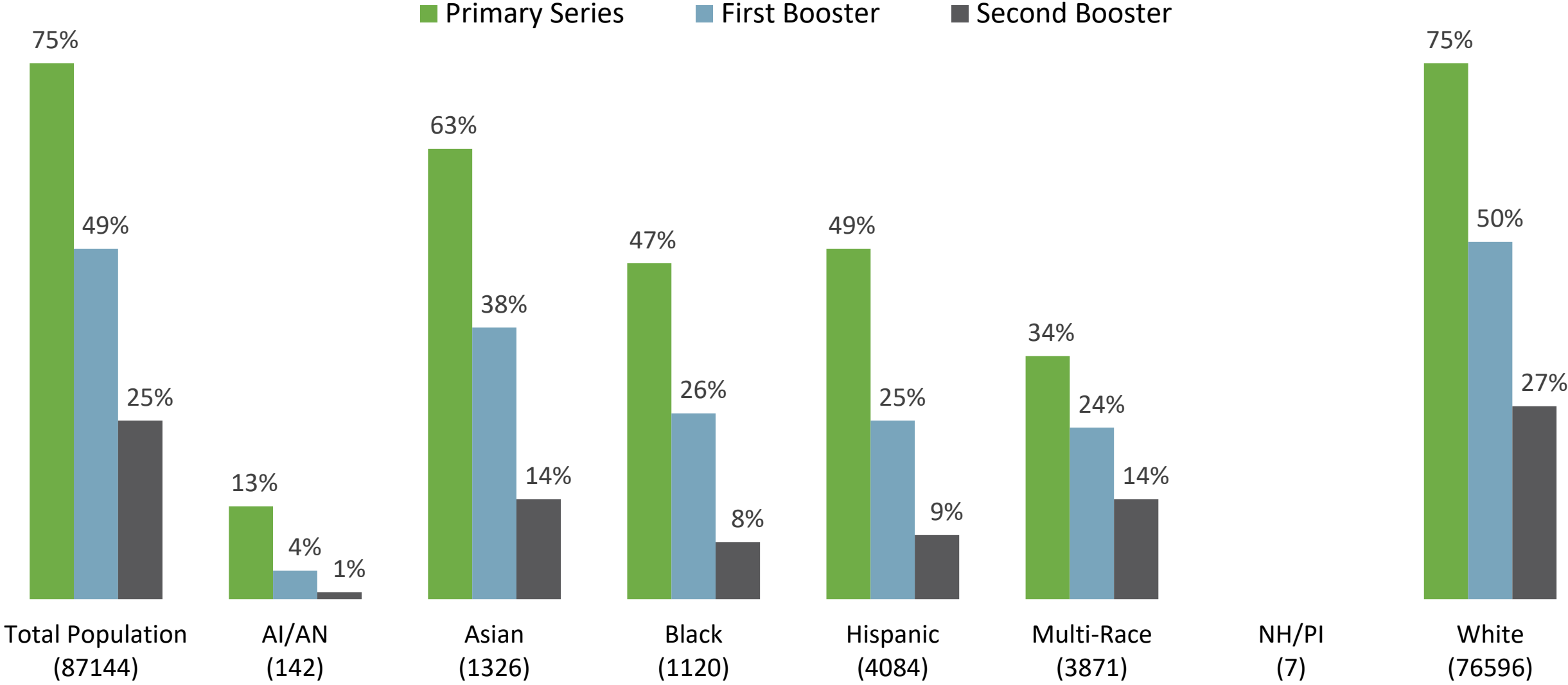
Total COVID Cases: **19,157**

Total COVID Deaths: ***107**

**death total from 2020 & 2021 only.*



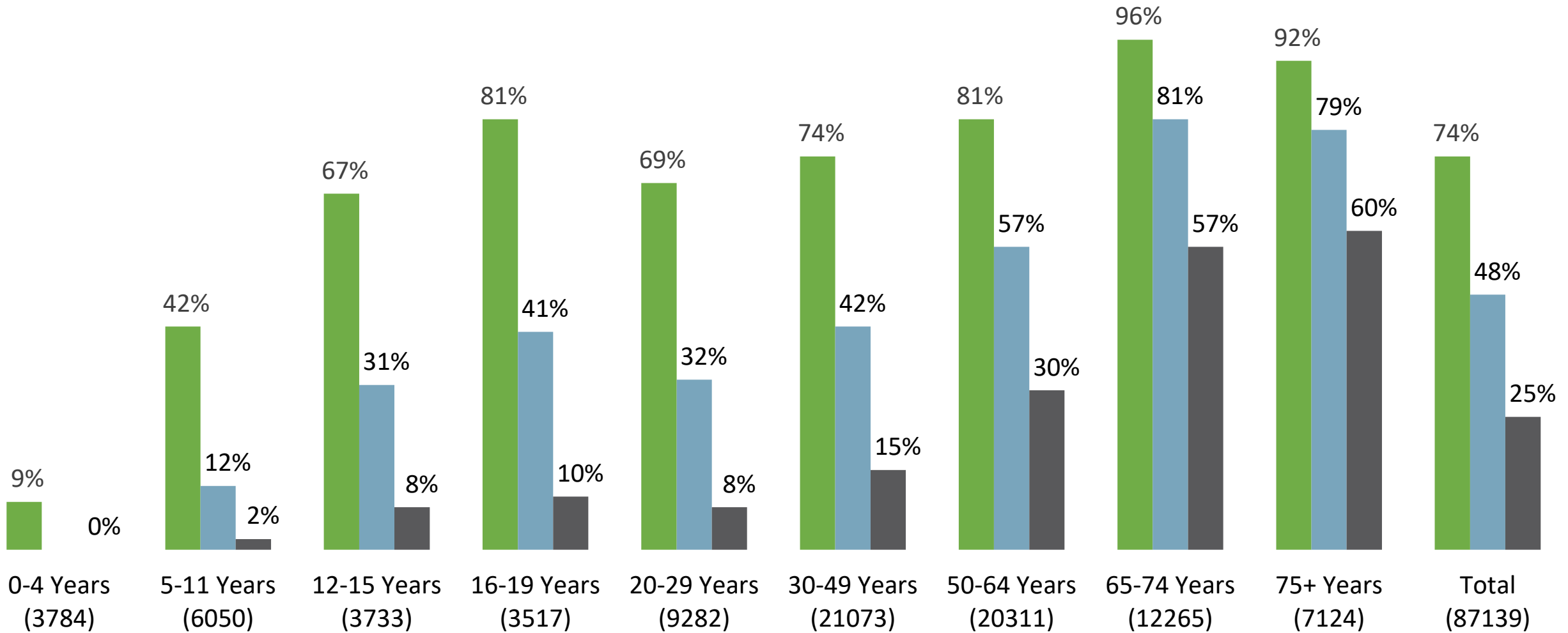
Vaccination Rates by Race/Ethnicity in Franklin Area



Source: MA Department of Public Health [Covid-19 Response Reporting](#), January 2023

Vaccination Rates by Age in Franklin Area

■ Primay Series
 ■ First Booster
 ■ Second Booster



COVID Community Impact Survey (CCIS)



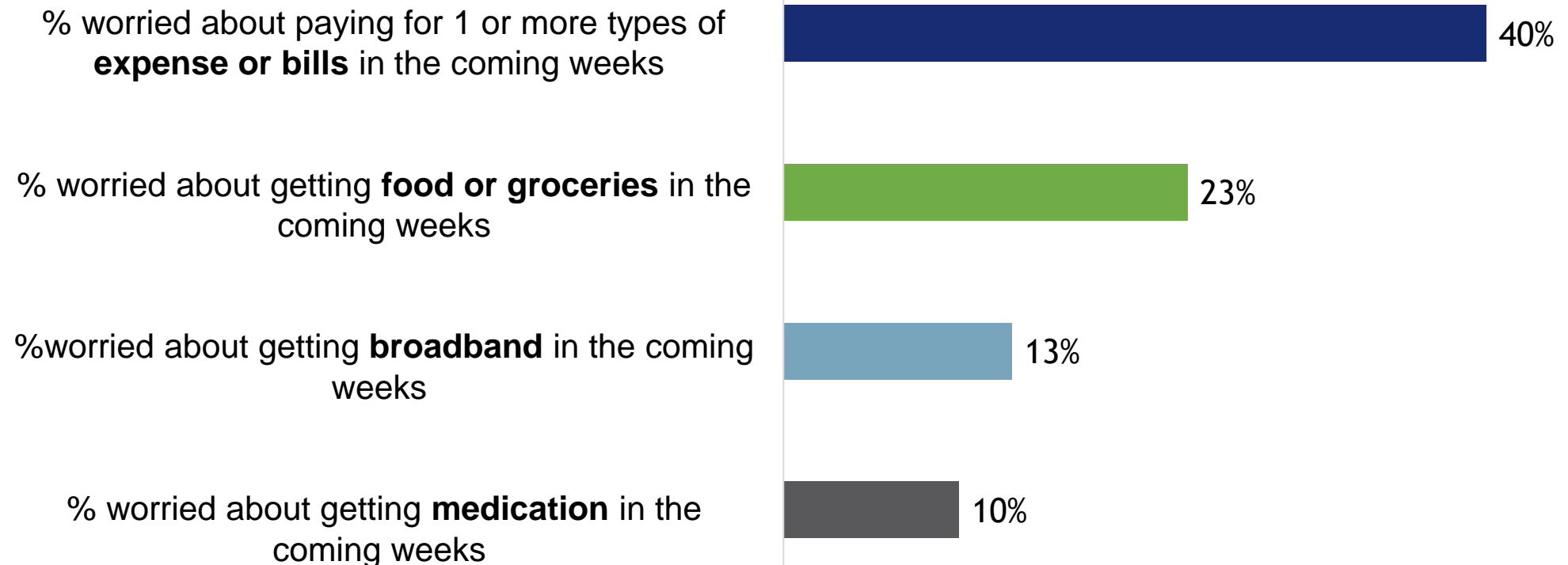
In **November 2020**, the MA Department of Public Health implemented the survey to better understand the most pressing health needs facing the Commonwealth due to the pandemic, including the social and economic consequences.

- 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 Franklin Area, there were 1,154 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 the Franklin Area or have good representation from priority populations.

CCIS Data: Baystate Franklin Area

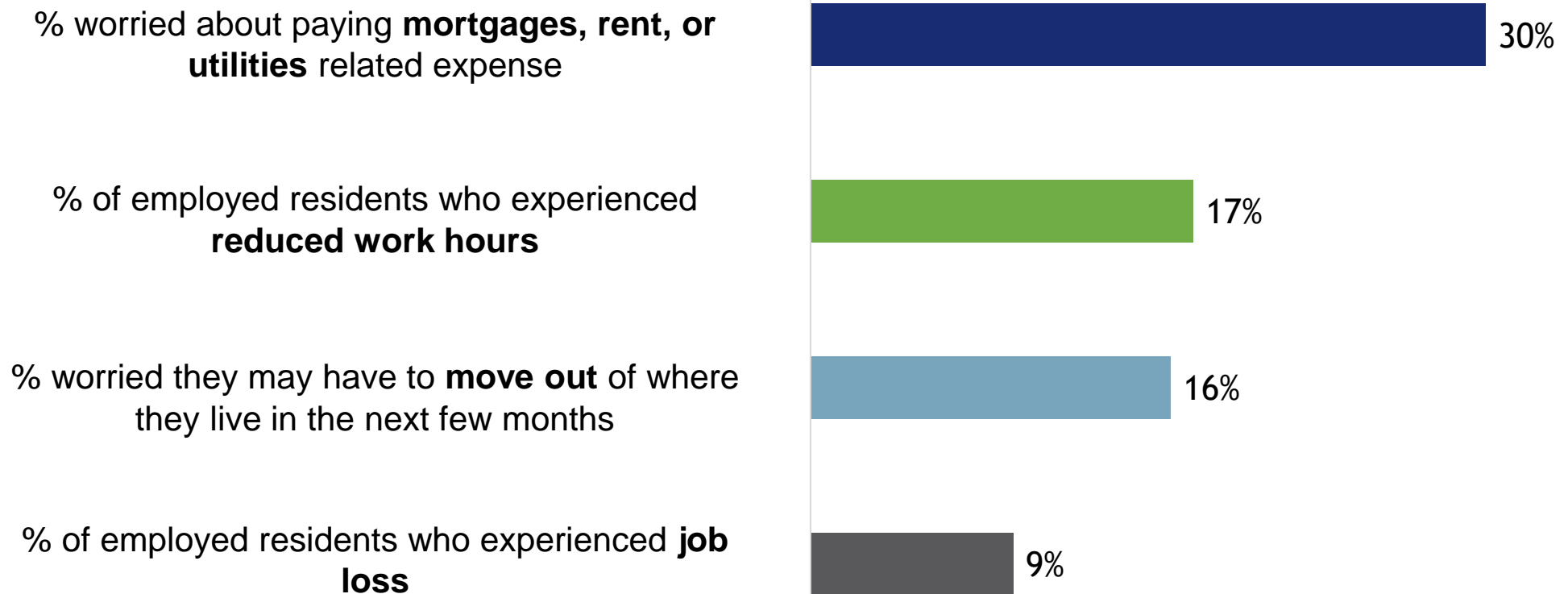
Worried about Basic Need Expenses (N=1154)



CCIS Data: Baystate Franklin Area



Impact on Income and Jobs (N=1154)



CCIS Data: Baystate Franklin Area



Impact on Health (N=1154)

% with 15 or more **poor mental health** in the past 30 days



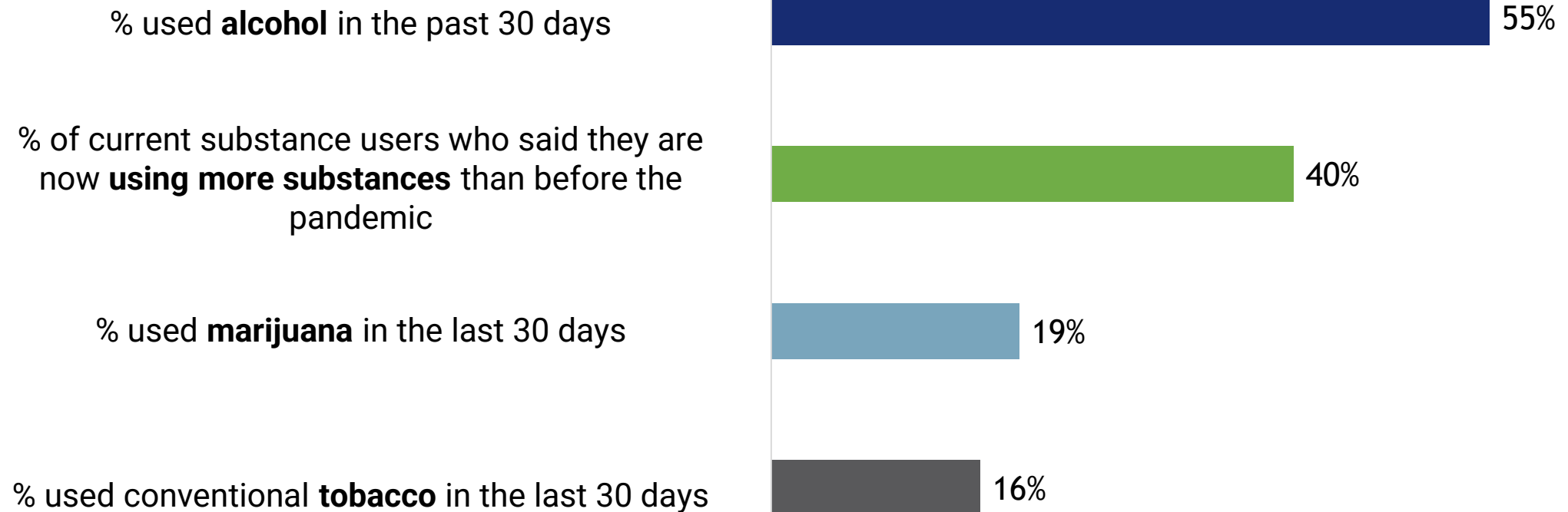
% who had not gotten the **medical care** that they needed since July of 2020



CCIS Data: Baystate Franklin Area



Substance Use (N=1154)



Baystate
Franklin
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

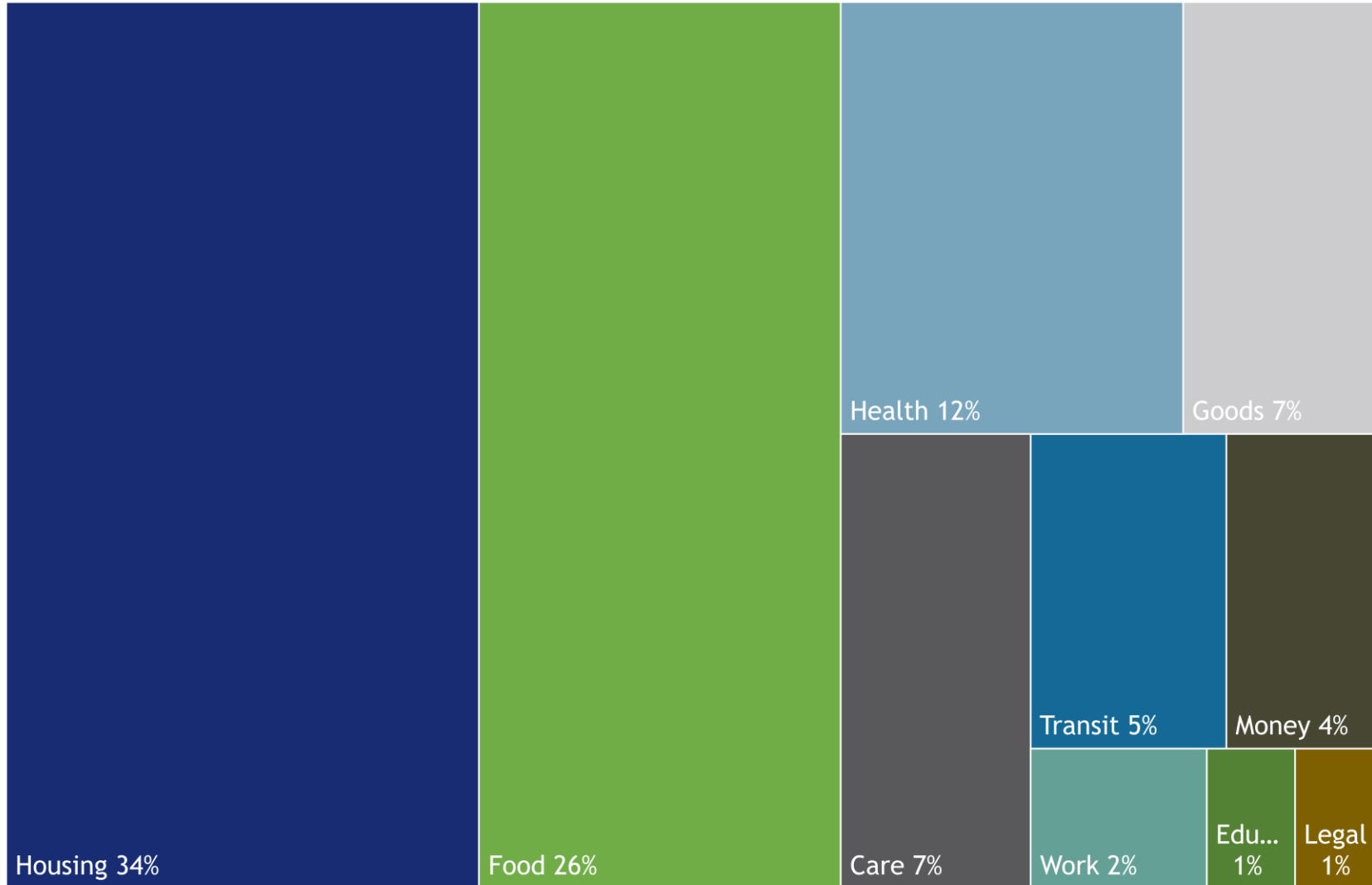


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

What are people searching for in Franklin Area?



Search categories (all time) in Franklin Area



Search terms (all time) in Franklin Area

Term	Searches
food	114
housing	110
food pantry	49
food delivery	42
help find housing	36
help paying for housing	32
emergency food	24
transportation	21
help pay for utilities	21
domestic violence	19
help pay for food	19
computer	18
rent assistance	17
valuing our children (voc)	14
computers	14

Franklin Area Programs on 413Cares

- **1,360** programs serving Franklin Area on 413Cares
- **550** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	94	108	41	22	343	121	412	224	72	75

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

413Cares Supporting Franklin Towns



- 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 413Cares app on your smartphone.

GO TO **413Cares.org**

Brought to you by

The graphic is a vertical poster for 413Cares. At the top is the 413Cares logo and tagline. Below that is a call to action to check out the online database. The main section features an illustration of a woman sitting at a desk with a computer, with the text "Search for and connect with FREE resources in your community". Below this is a green banner listing various services: Housing, Food and Nutrition, Early Education, Behavioral Health & Recovery, Healthcare, and And More!. Underneath the banner, it states "413Cares is free, easy to use and can be used anonymously". At the bottom, there is a QR code, a link to "Watch Video to Learn More" with a note to scan with the 413Cares app, and a "GO TO 413Cares.org" button. The bottom right corner includes a 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 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!". Below this is another "GO TO 413Cares.org" button, 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:

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Victoria Hill

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

2022 Baystate Franklin Community Health Needs Assessment

<https://www.baystatehealth.org/about-us/community-programs/community-benefits/community-health-needs-assessment>



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QUESTIONS?

