Community Needs and Resources

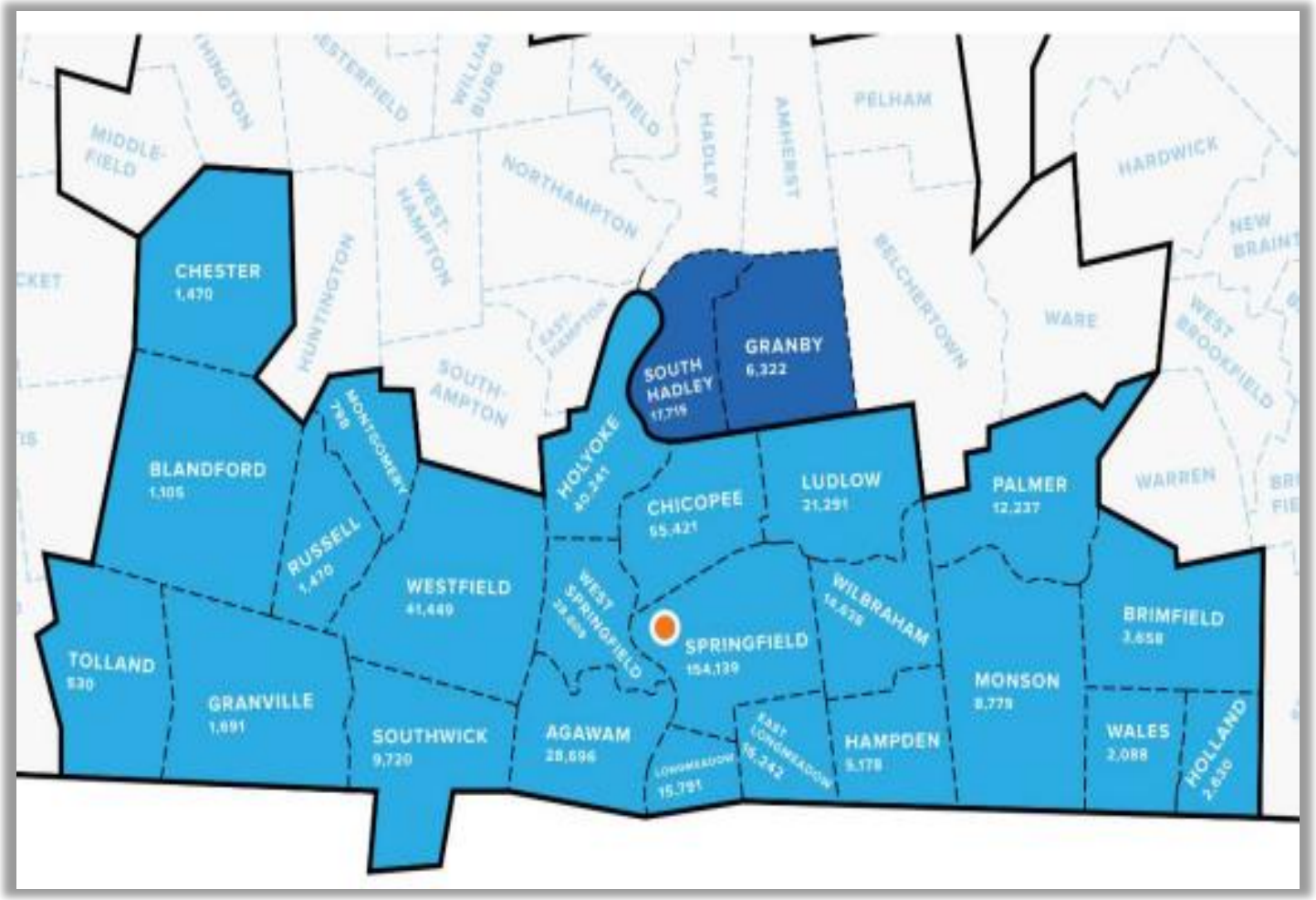
Baystate Medical Center

January 2023

PUBLIC HEALTH INSTITUTE OF WESTERN MASSACHUSETTS
PARTNERS FOR HEALTH EQUITY

413CARES
Connecting People With Resources

Baystate Medical Center Service Area



Hampden County

- Agawam
- Blandford
- Brimfield
- Chester
- Chicopee
- East Longmeadow
- Granville
- Hampden
- Holland
- Holyoke
- Longmeadow
- Ludlow
- Monson
- Montgomery
- Palmer
- Russell
- Southwick
- Springfield
- Tolland
- Wales
- Westfield
- West Springfield
- Wilbraham

Hampshire County

- South Hadley
- Granby

BMC Area Profile

Census Data

Census Data: Age

Total Population: 491,908

Median Age

Baystate Medical Center

The median age of Our Community is

39.0

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 41-ZCTA area (ACS 2015-2019).

Number of Children Under 5 Years

Baystate Medical Center

27,011

children under 5 yrs

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

Children under 5-years-old for the 41-ZCTA area (ACS 2015-2019).

Number of Seniors in Our Community

Baystate Medical Center

81,584

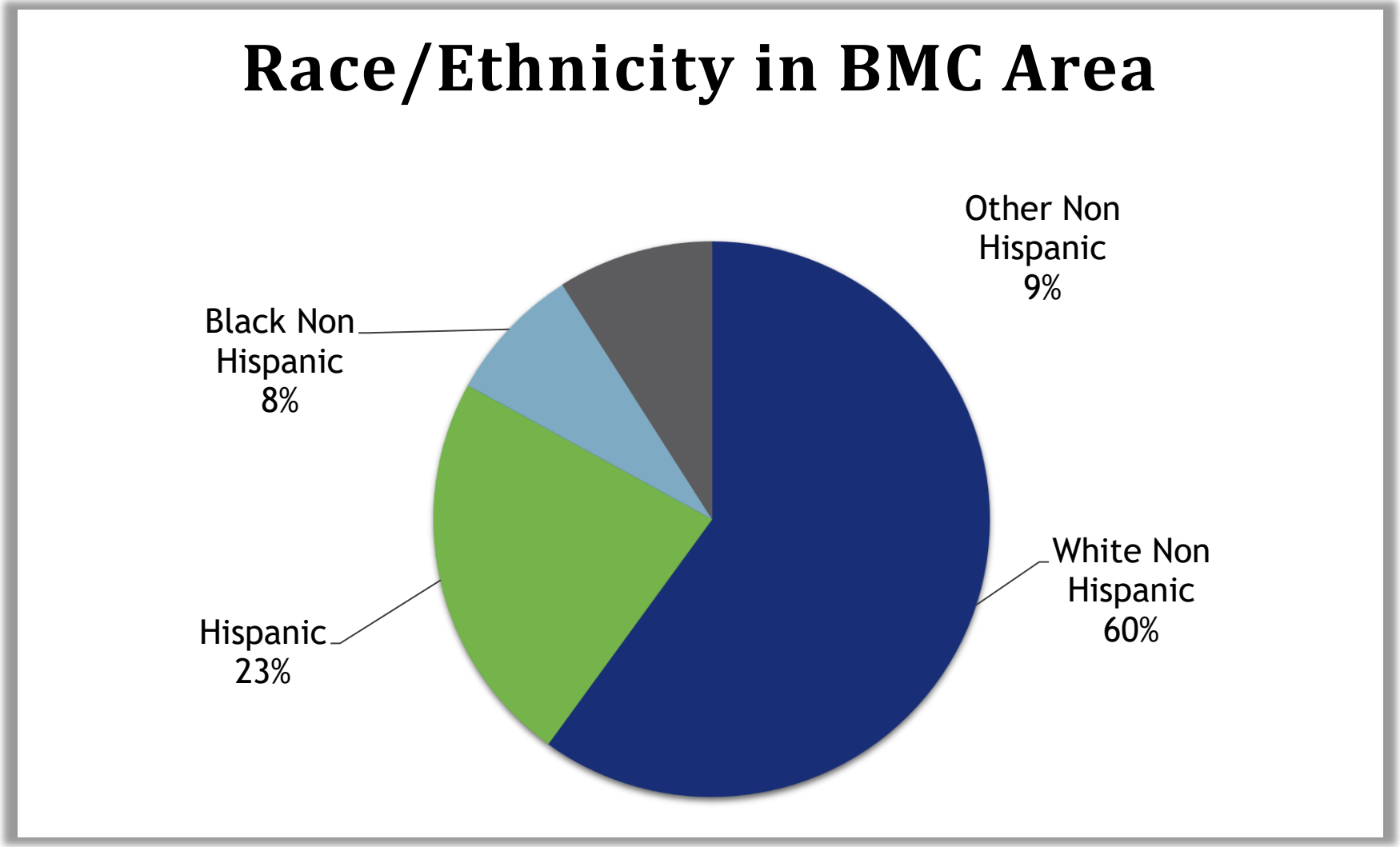
seniors

17% of **Our Community** are seniors 65+ yrs old

Seniors ages 65 years and older for the 41-ZCTA area (ACS 2015-2019).

Source: Broadstreet, ACS 2015-2019

Census: Race & Ethnicity



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

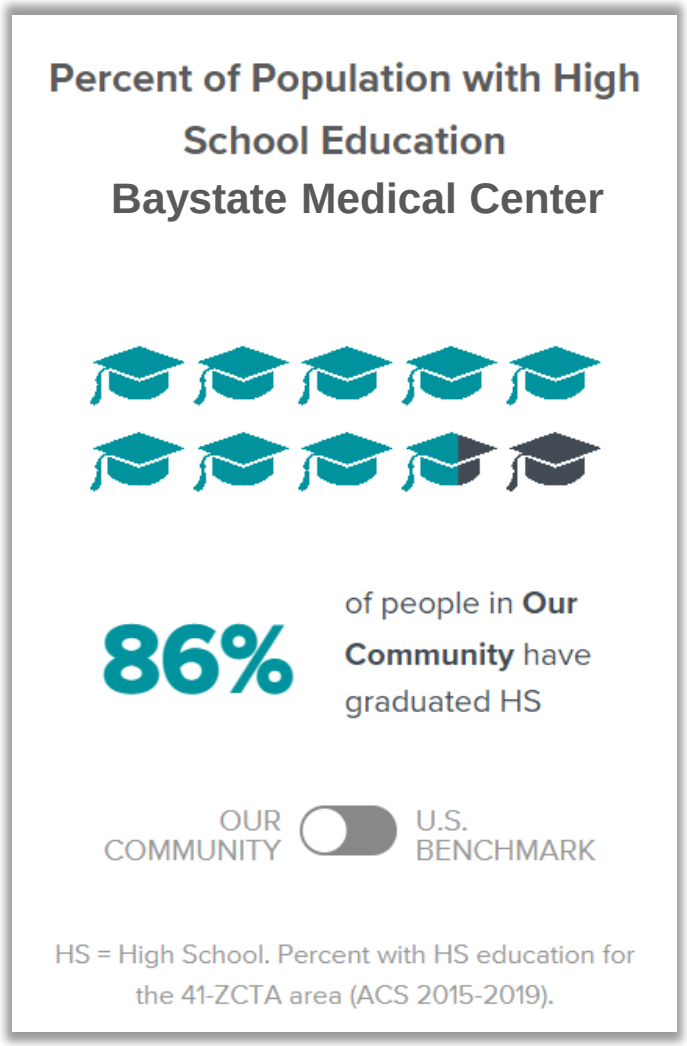
Census Data: Language

Top 10 Languages Spoken in Noble Area

77% speak English only

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

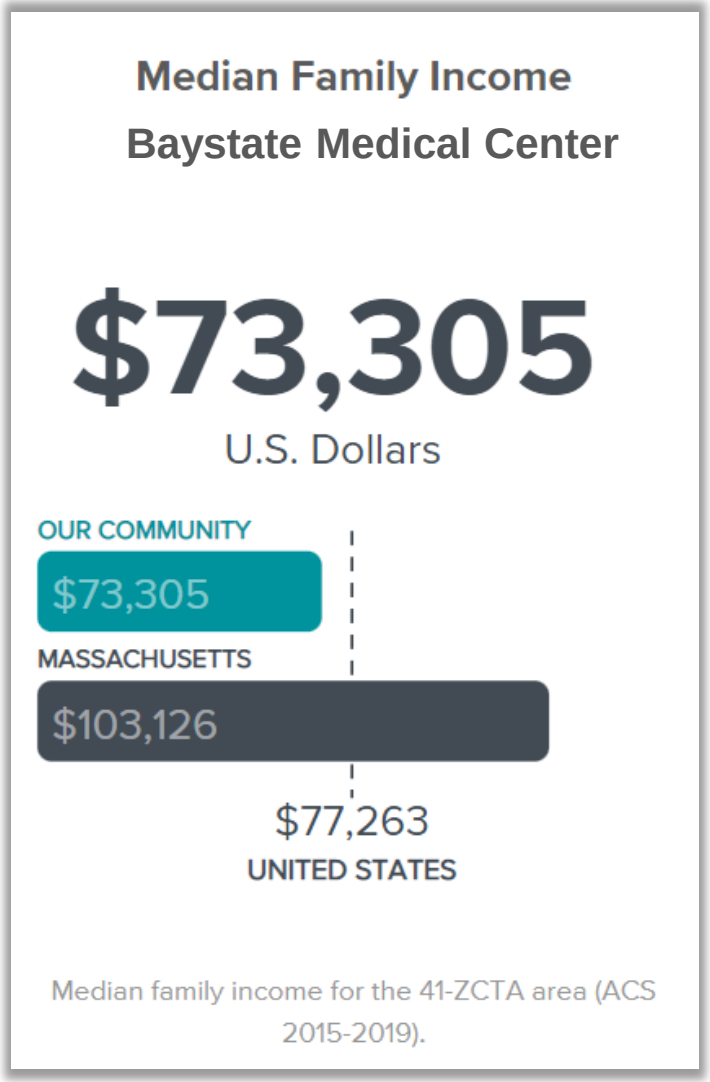
Census Data: Education



compared to **88%** of US population

Source: Broadstreet, ACS 2015-2019

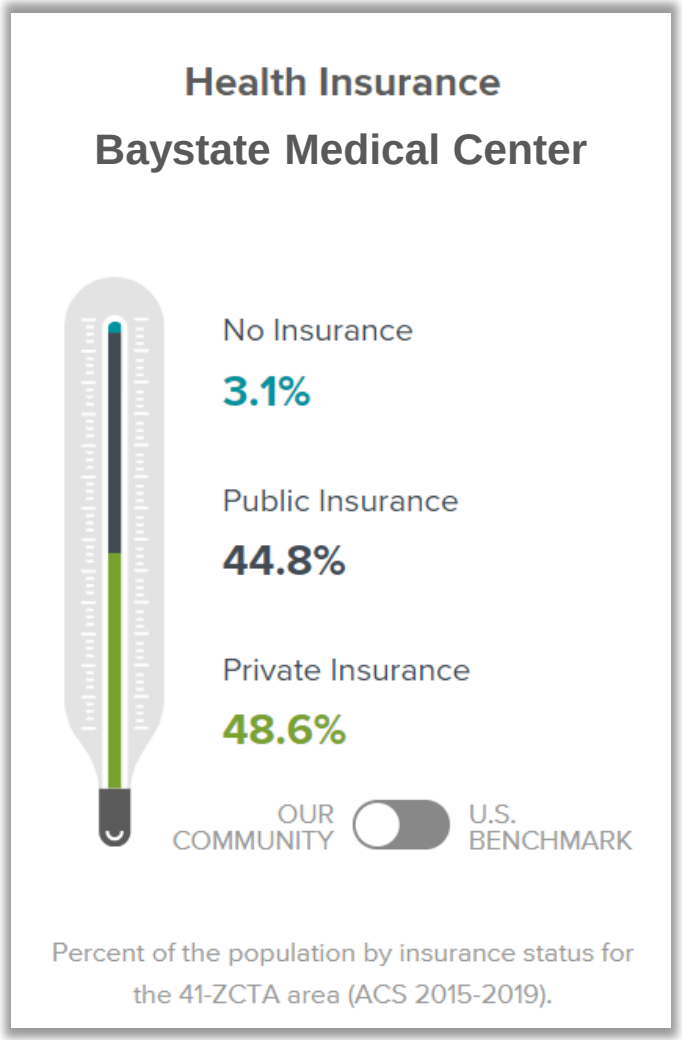
Census Data: Income



*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

BMC Area Profile

COVID-19 Data

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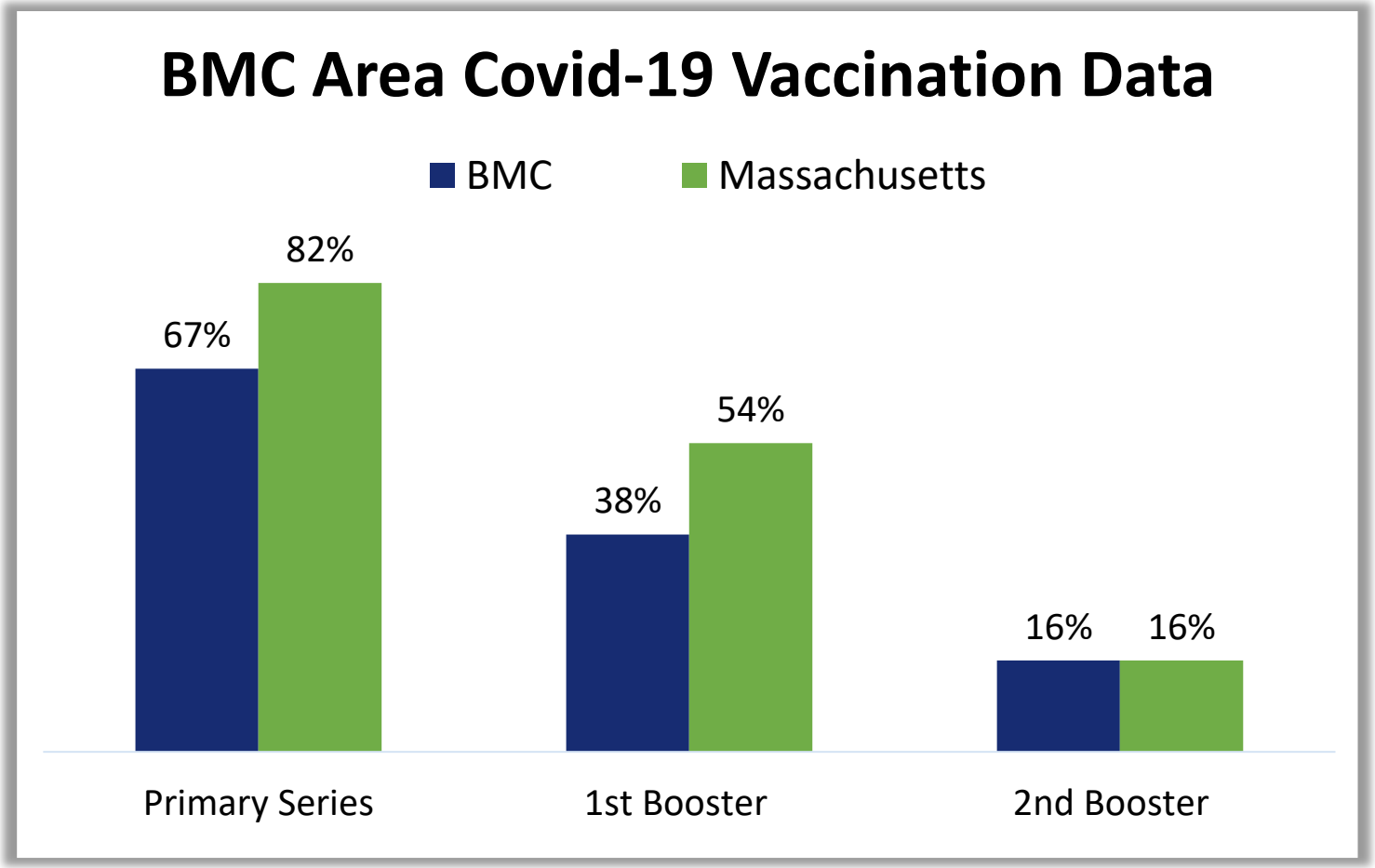
COVID Data: BMC Area

Total Population: 490,085

Total COVID Cases: 175,679

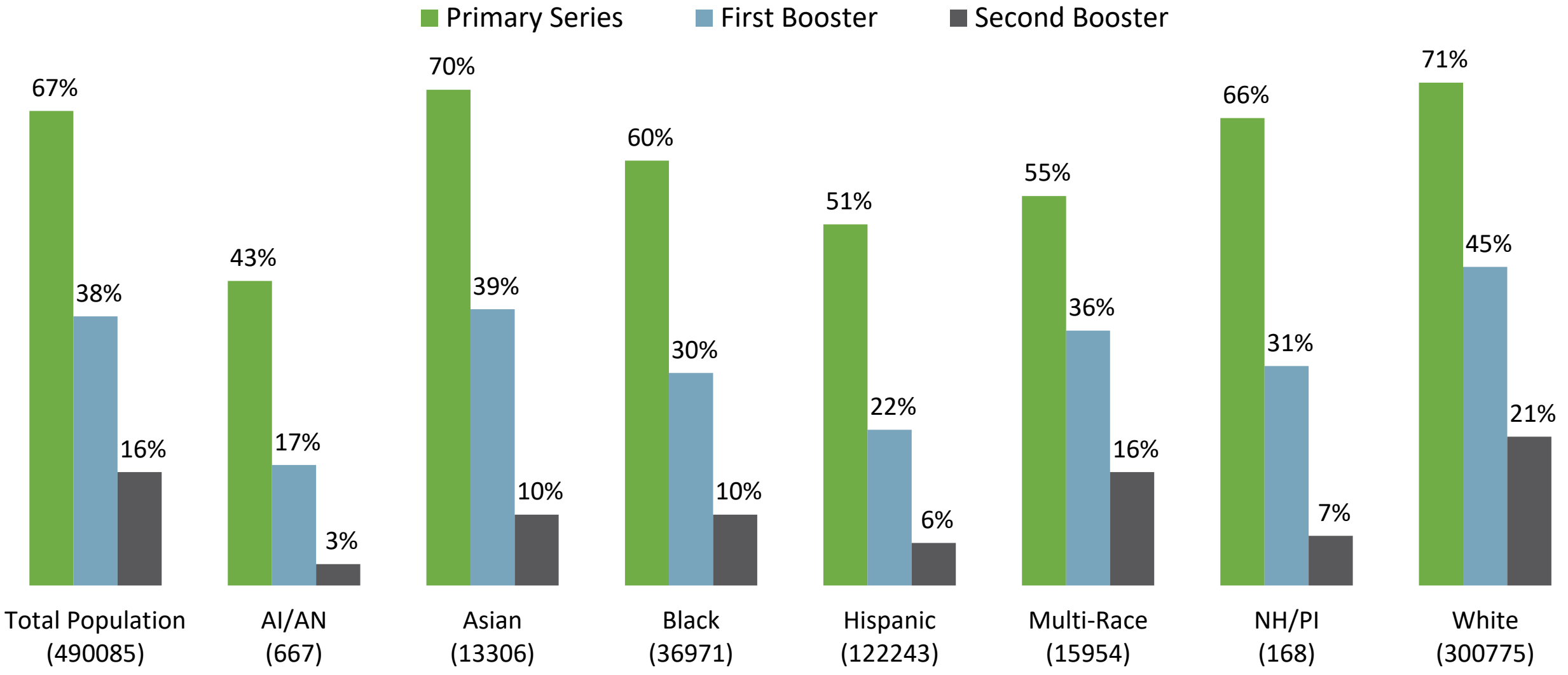
Total COVID Deaths: *1518

**death total from 2020 & 2021 only.*



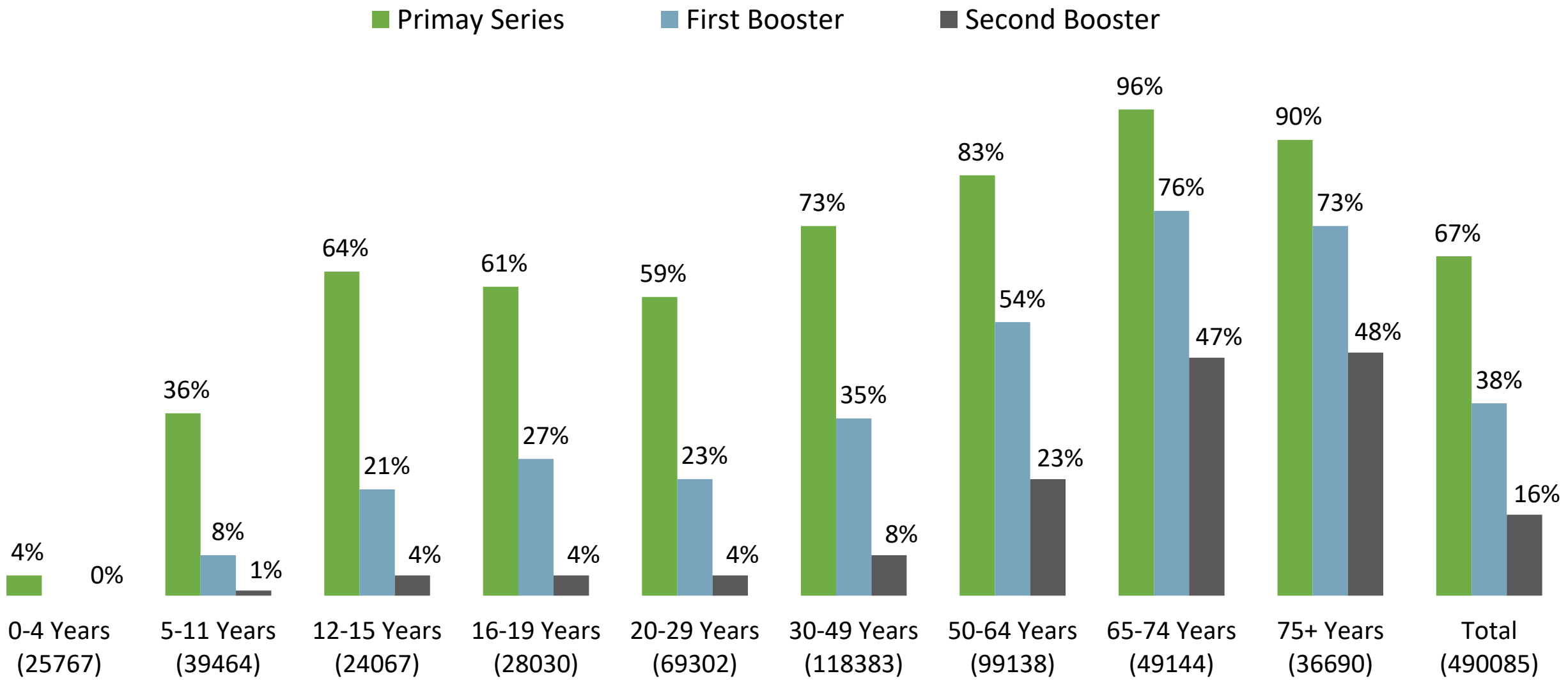
Source: MA Department of Public Health Covid-19 Response Reporting, January 2023

Vaccination Rates by Race/Ethnicity in BMC Area



Source: MA Department of Public Health Covid-19 Response Reporting, January 2023

Vaccination Rates by Age in BMC Area



Source: MA Department of Public Health Covid-19 Response Reporting, January 2023

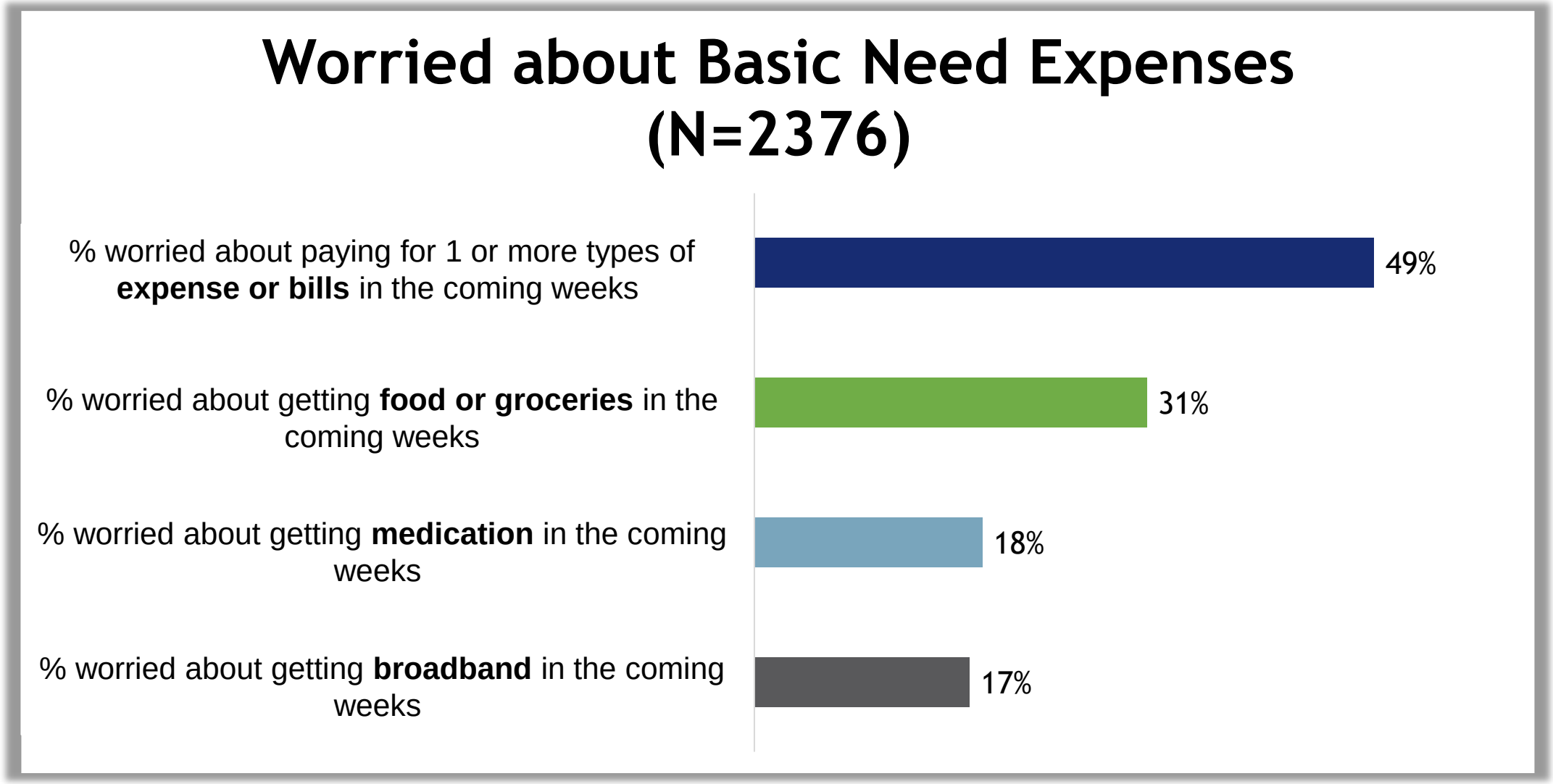
COVID Community Impact Survey (CCIS)

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 the BMC Area, there were 2,376 respondents**.

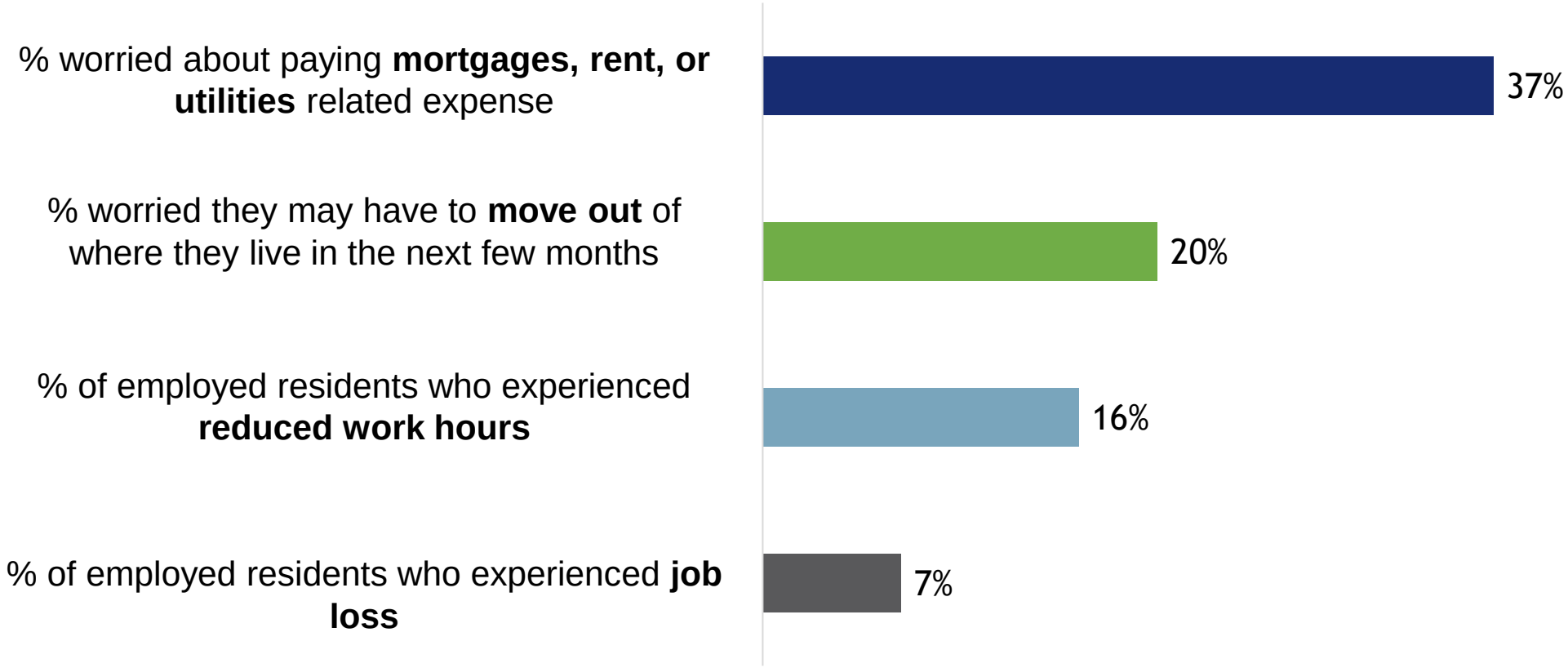
It is important to note that these findings are only representative of those who participated in the survey and may not be representative of the experiences of everyone in the BMC Area or have good representation from priority populations.

CCIS Data: BMC Area

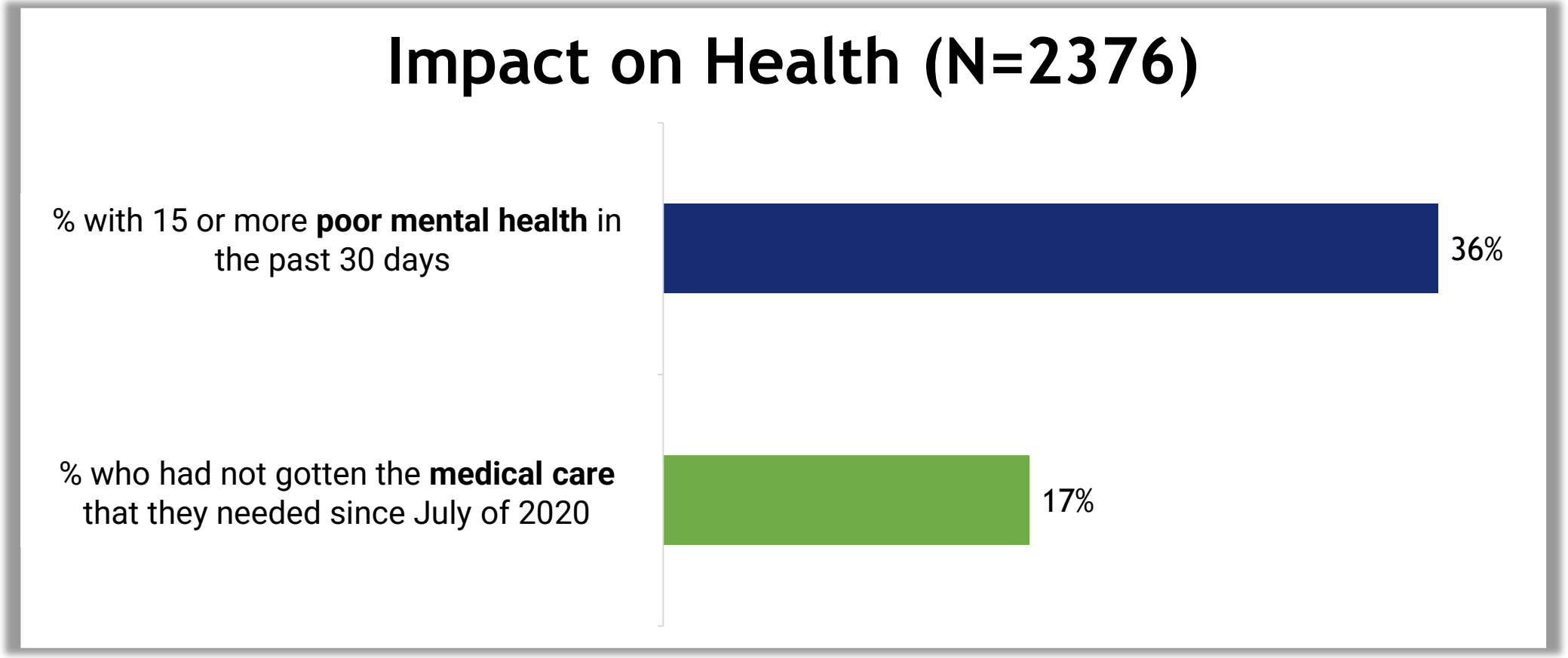


CCIS Data: BMC Area

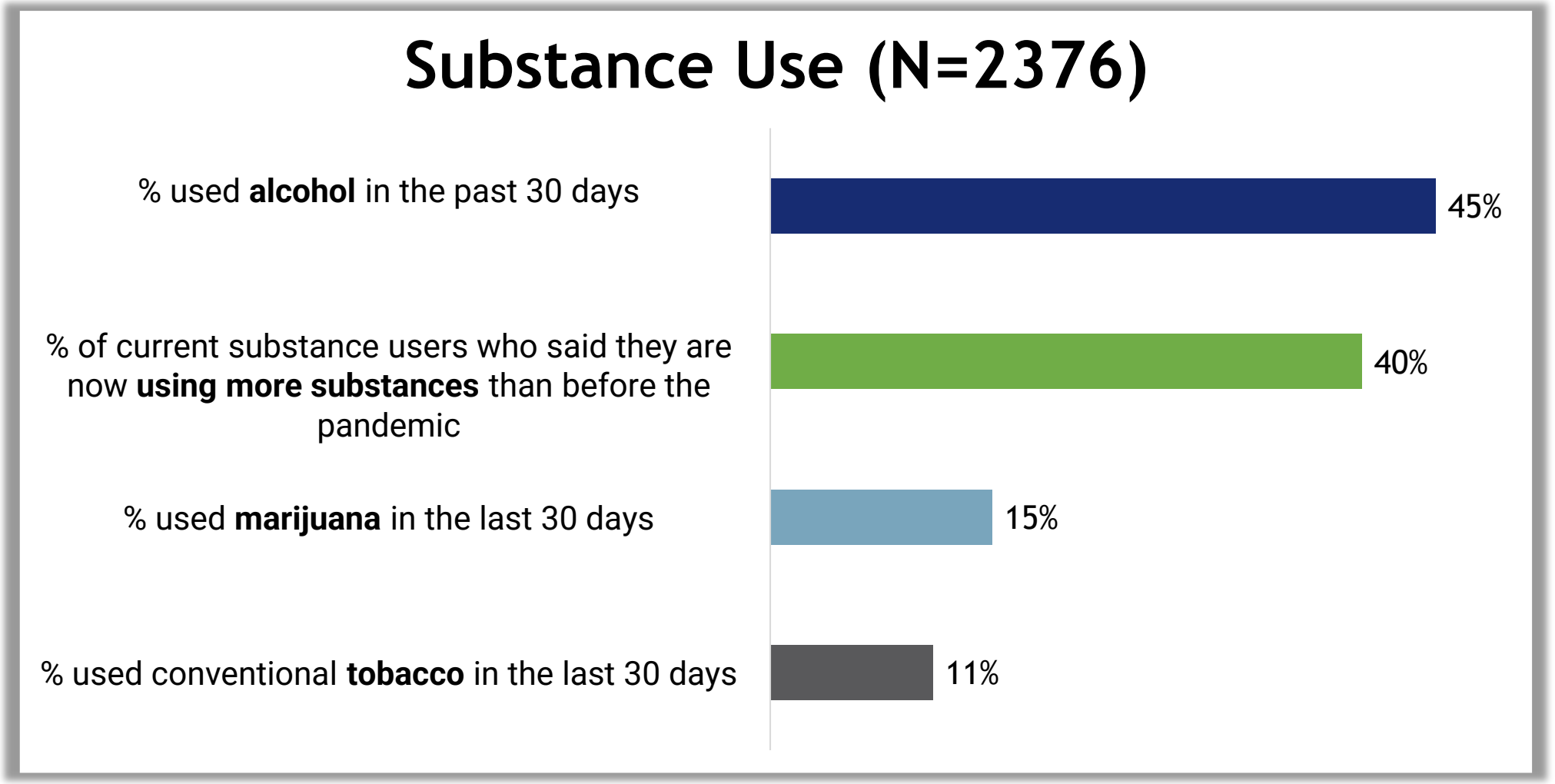
Impact on Income and Jobs (N=2376)



CCIS Data: BMC Area



CCIS Data: BMC Area



BMC Area Profile

413Cares Resources

PUBLIC HEALTH INSTITUTE OF WESTERN MASSACHUSETTS

PARTNERS FOR HEALTH EQUITY

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

Baystate Health

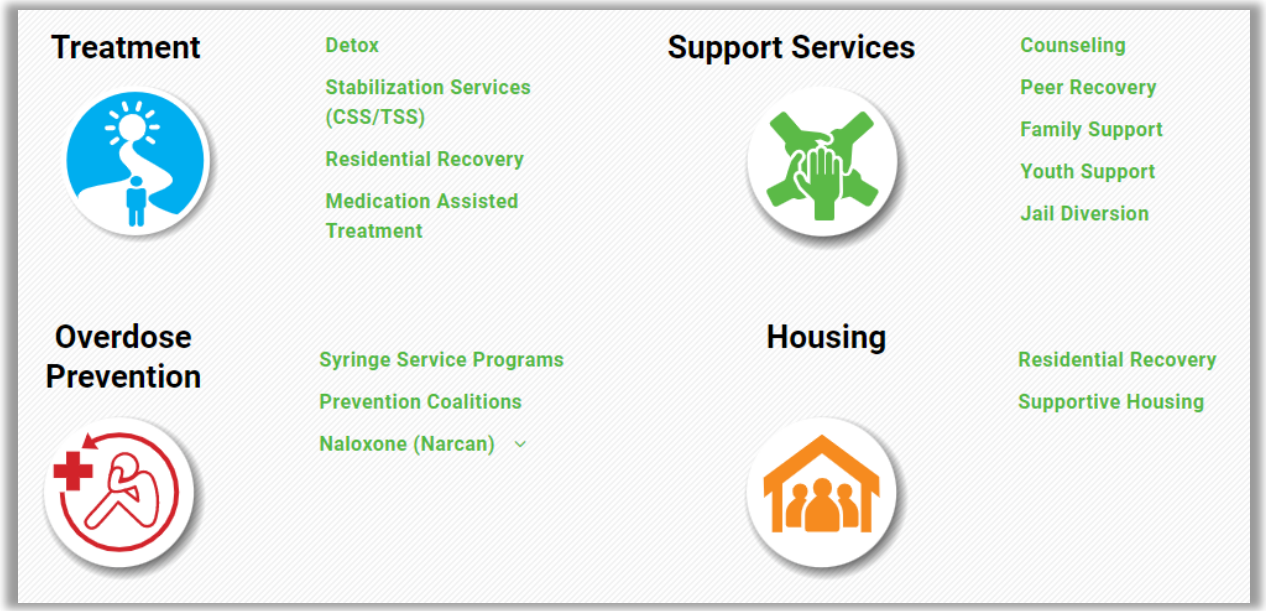
ADVANCING CARE.
ENHANCING LIVES.

COMMONWEALTH OF MASSACHUSETTS
DEPARTMENT OF PUBLIC HEALTH

413Cares Partnerships

Partnerships aim to direct people to specific types of needed resources

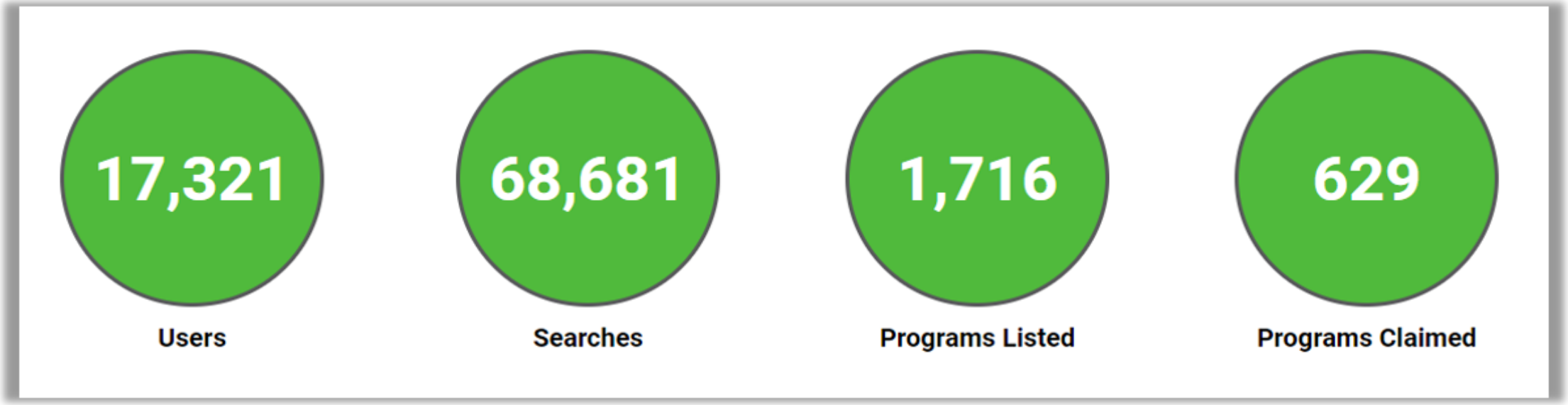
- Digital Resources
- Addiction and Recovery Resources
- Food Navigation
- Mentoring
- Breaking Stigma of Substance Use



More partnerships are on the horizon!

413Cares Engagement

As of December 2022

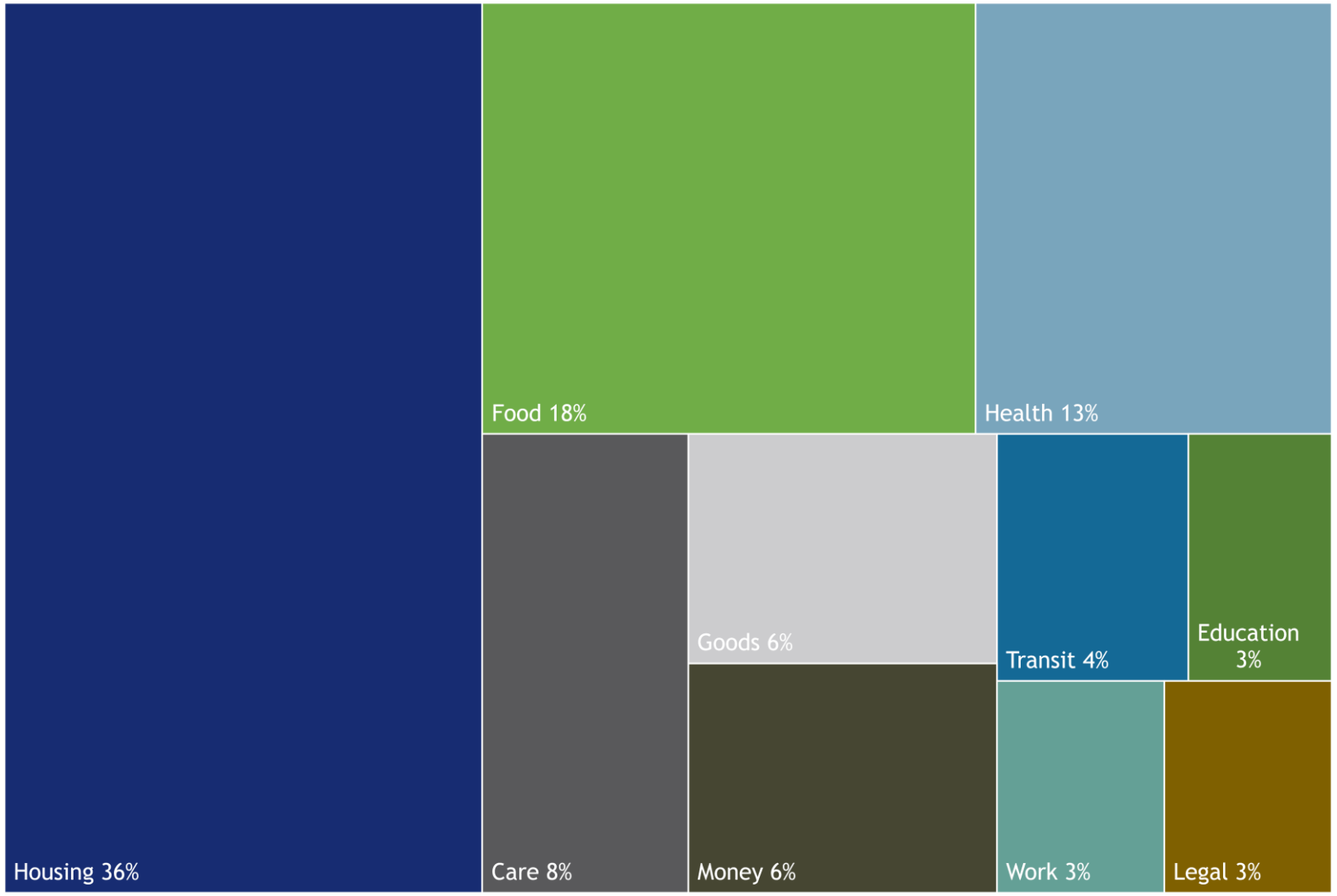


413Cares Growth

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 the BMC Area?

Search categories (all time) in BMC Area



Search terms (all time) in BMC Area

Term	Searches
housing	2,209
food	1,831
help find housing	849
food pantry	810
help pay for housing	612
transportation	418
emergency food	390
food delivery	376
help pay for utilities	366
shelter	343
temporary shelter	322
housing vouchers	256
clothing	240
rent	232
financial assistance	225

BMC Area Programs on 413Cares

- **1,431** programs serving BMC Area on 413Cares
- **573** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	42	92	19	15	201	95	256	160	63	40

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

413Cares Supporting BMC Area

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

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**

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 Baystate Medical Center Community Health Needs Assessment

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

Contact Us

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QUESTIONS?