

# Community Needs and Resources

Baystate Medical Center

January 2023

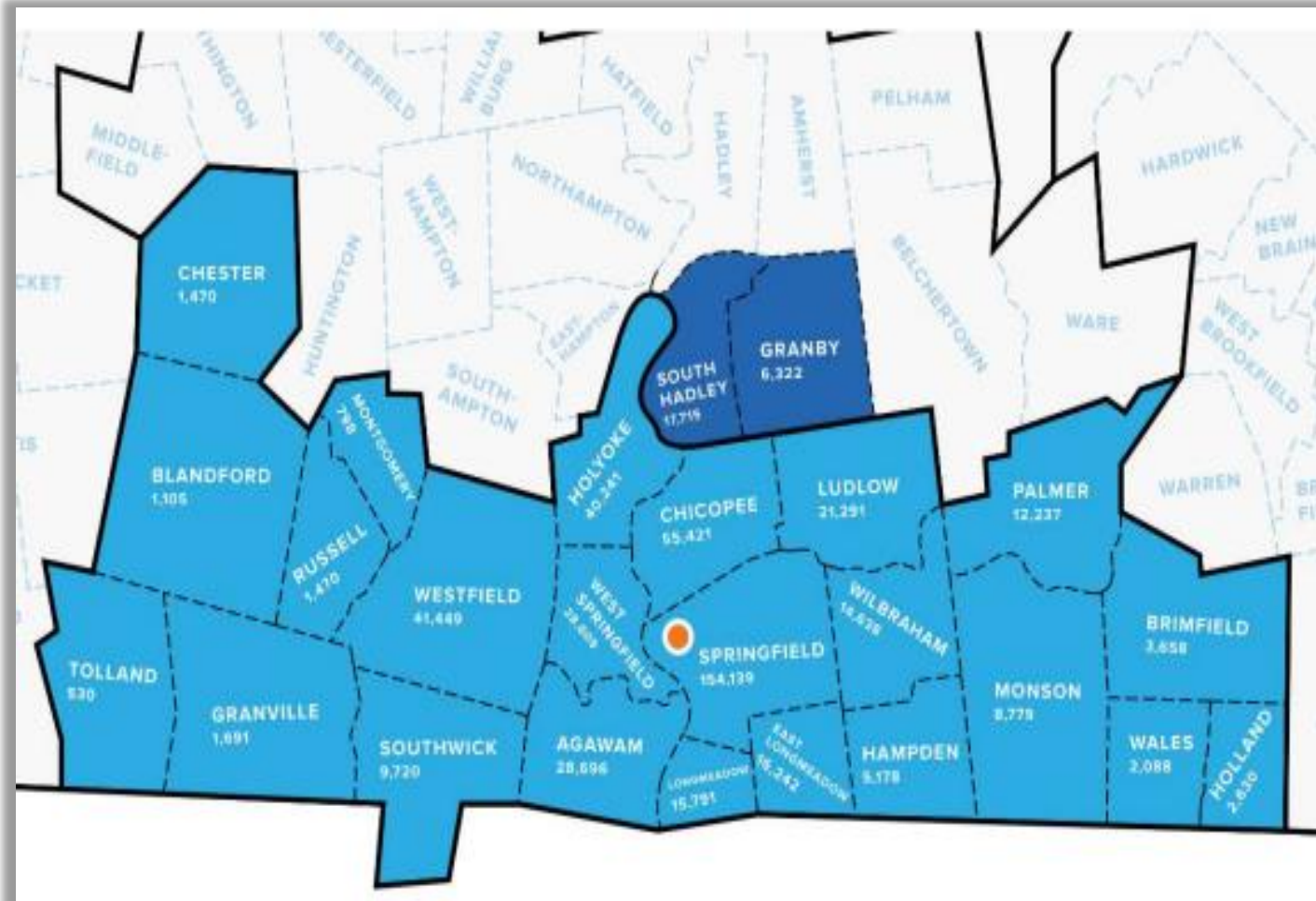


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OF WESTERN MASSACHUSETTS**  
PARTNERS FOR HEALTH EQUITY



**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

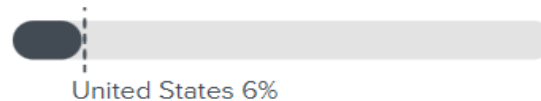
This is **older than** the U.S.  
median age of 38.1 years.

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



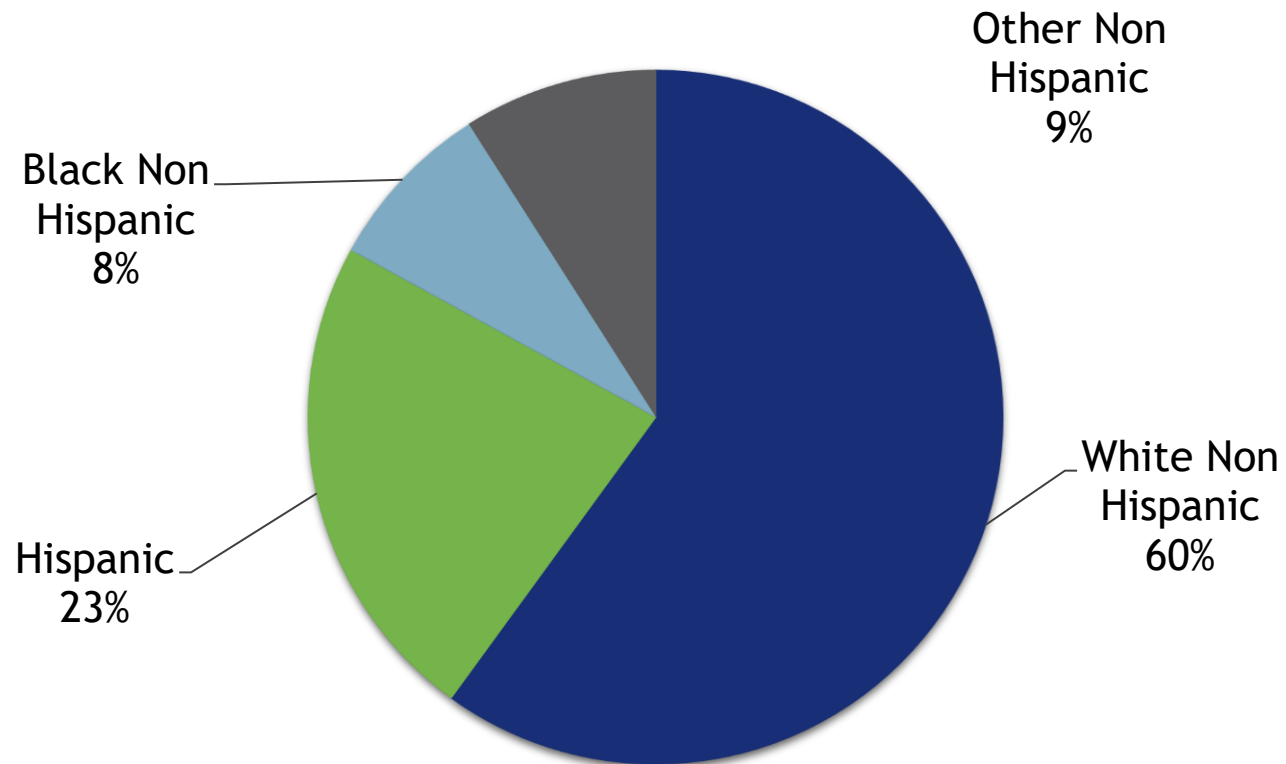
17% of **Our Community** are  
seniors 65+ yrs old

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

# Census: Race & Ethnicity



## Race/Ethnicity in BMC Area



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

# Census Data: Language

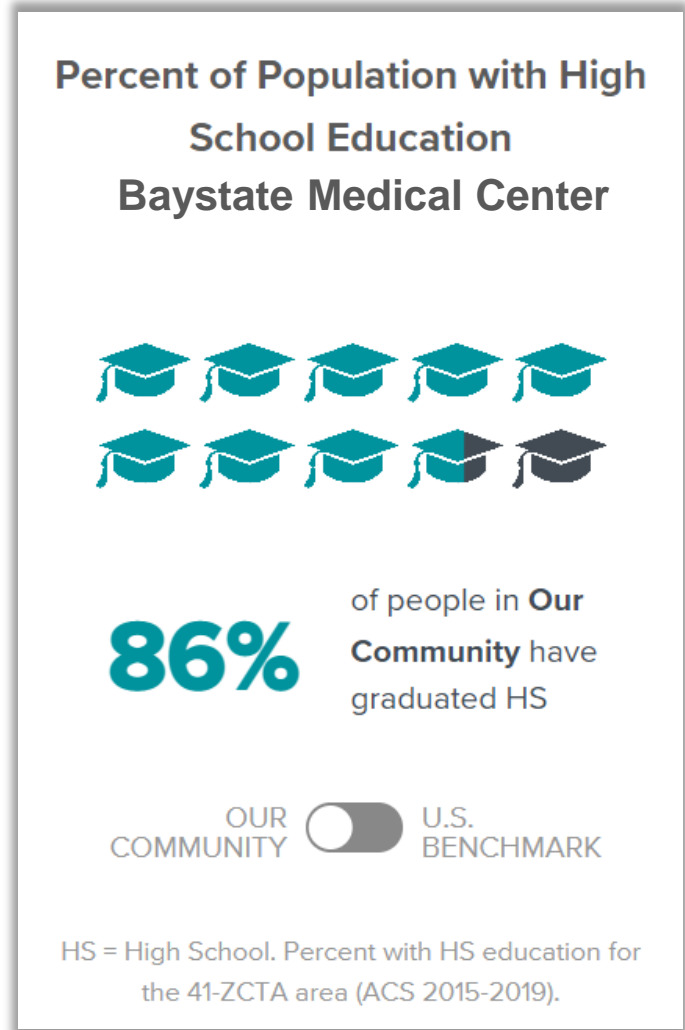
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## Top 10 Languages Spoken in Noble Area



77% speak English only

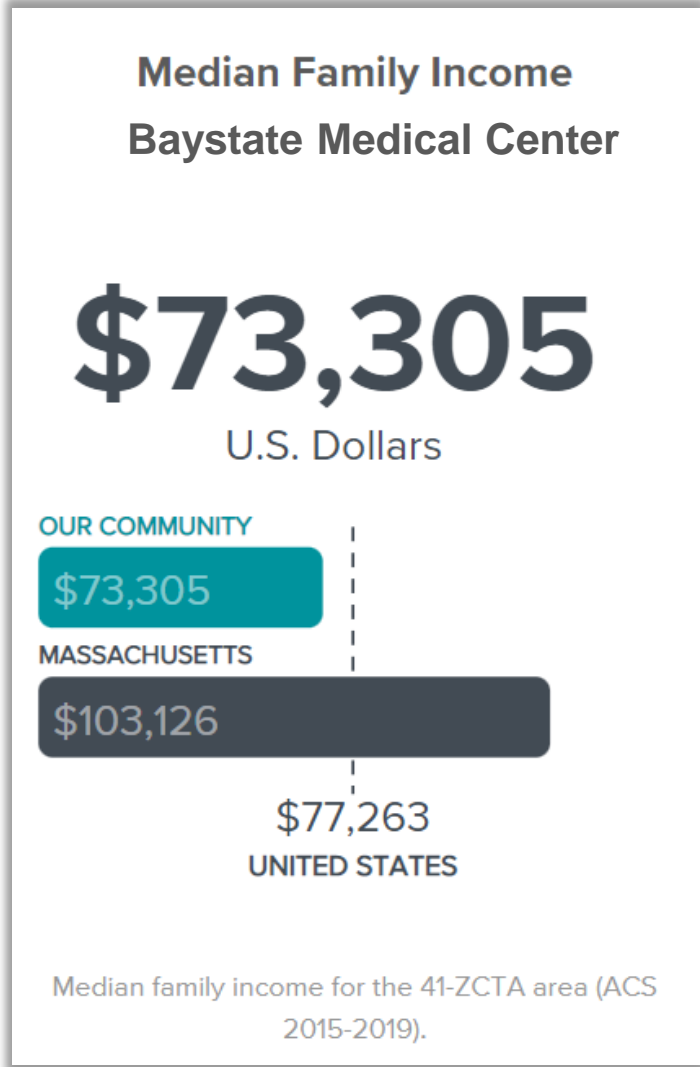
# Census Data: Education



compared to **88%** of US population

Source: Broadstreet, ACS 2015-2019

# Census Data: Income

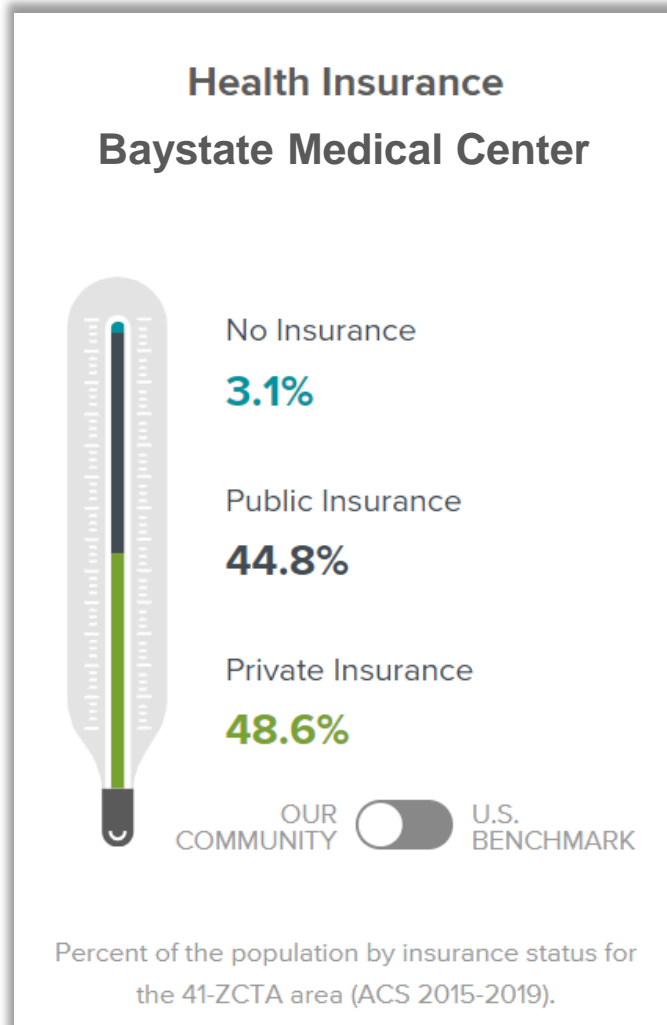


*compared to 22%  
of US population*

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

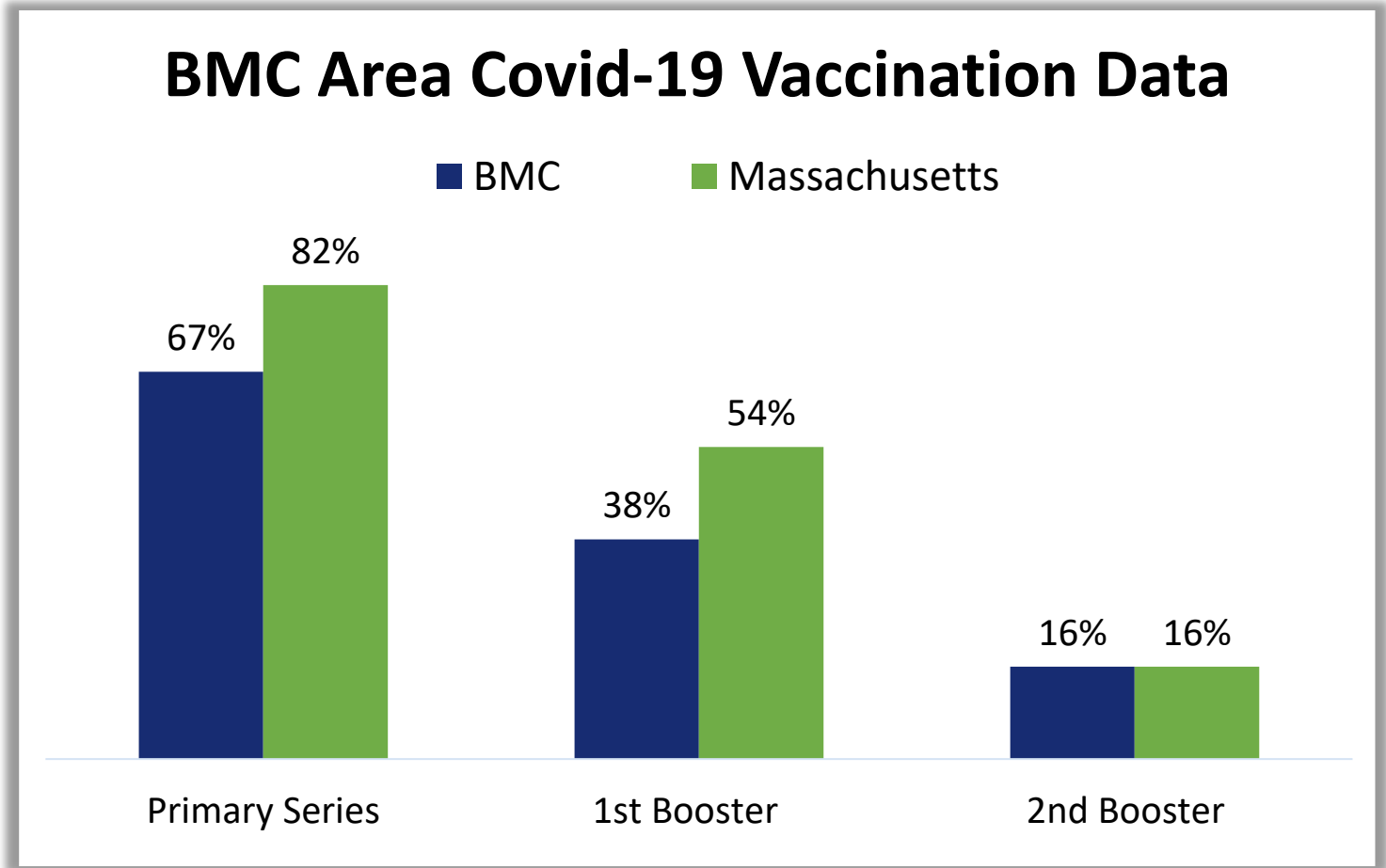


Total Population: **490,085**

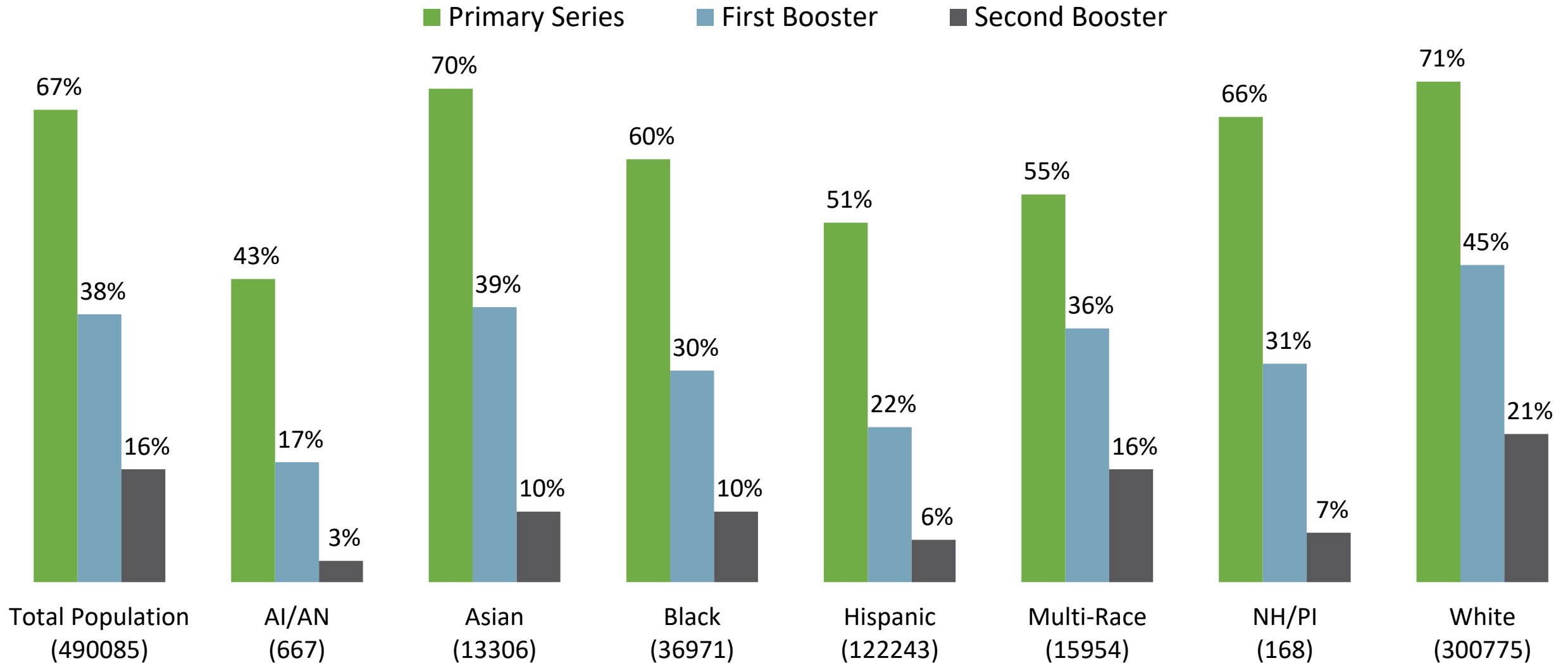
Total COVID Cases: **175,679**

Total COVID Deaths: **\*1518**

*\*death total from 2020 & 2021 only.*



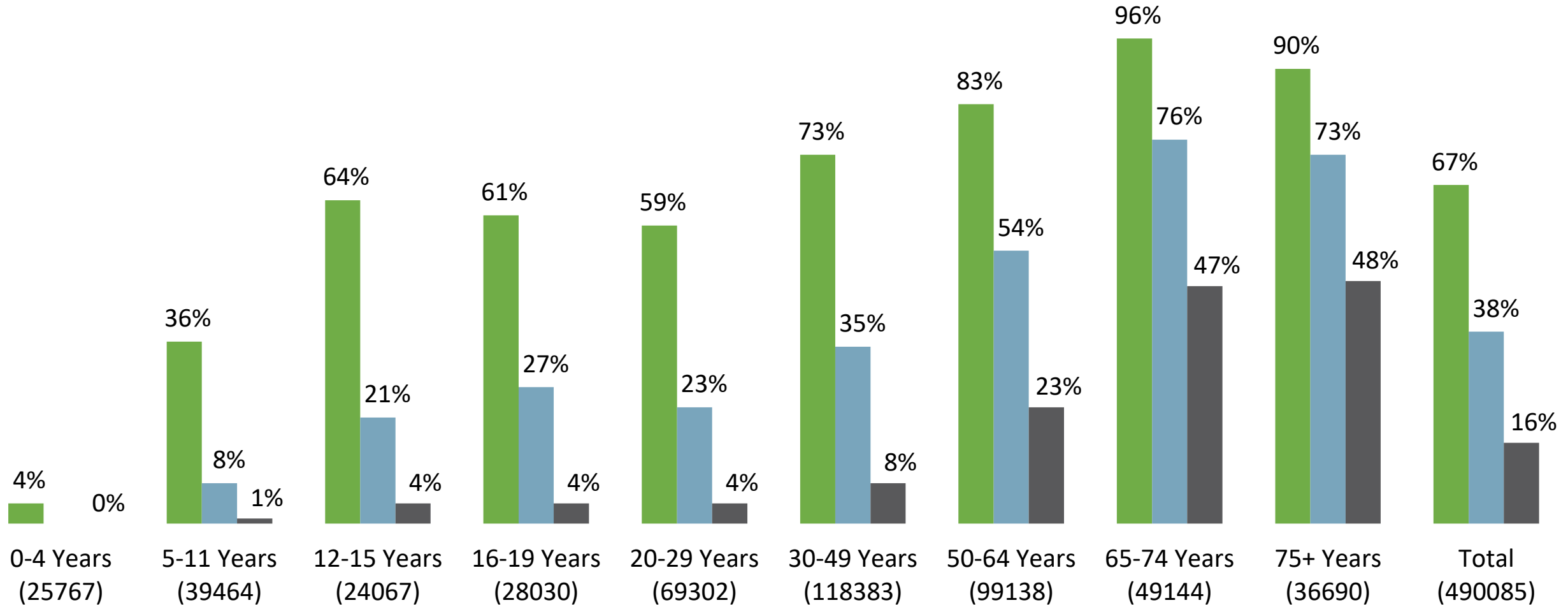
# Vaccination Rates by Race/Ethnicity in BMC Area



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

# Vaccination Rates by Age in BMC Area

■ Primay Series     
 ■ First Booster     
 ■ Second Booster



# COVID Community Impact Survey (CCIS)

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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.

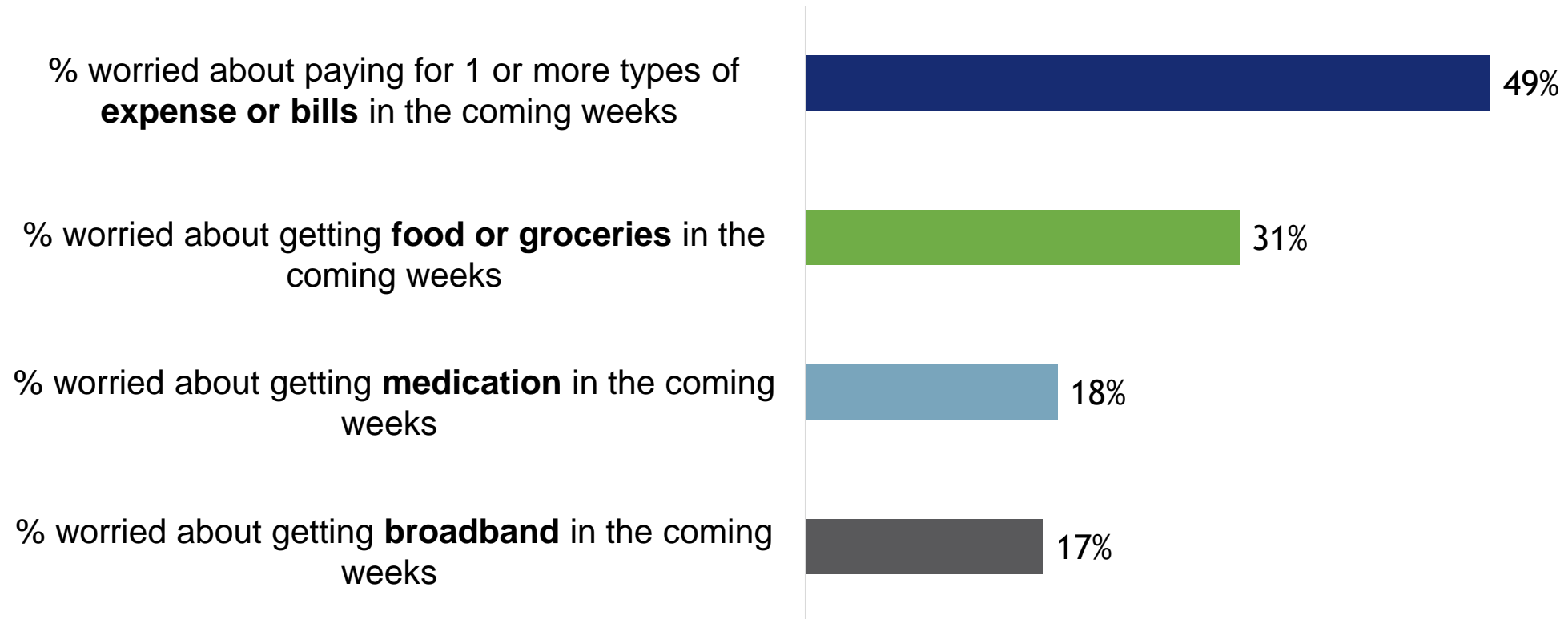
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities
- **In the BMC Area, there were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



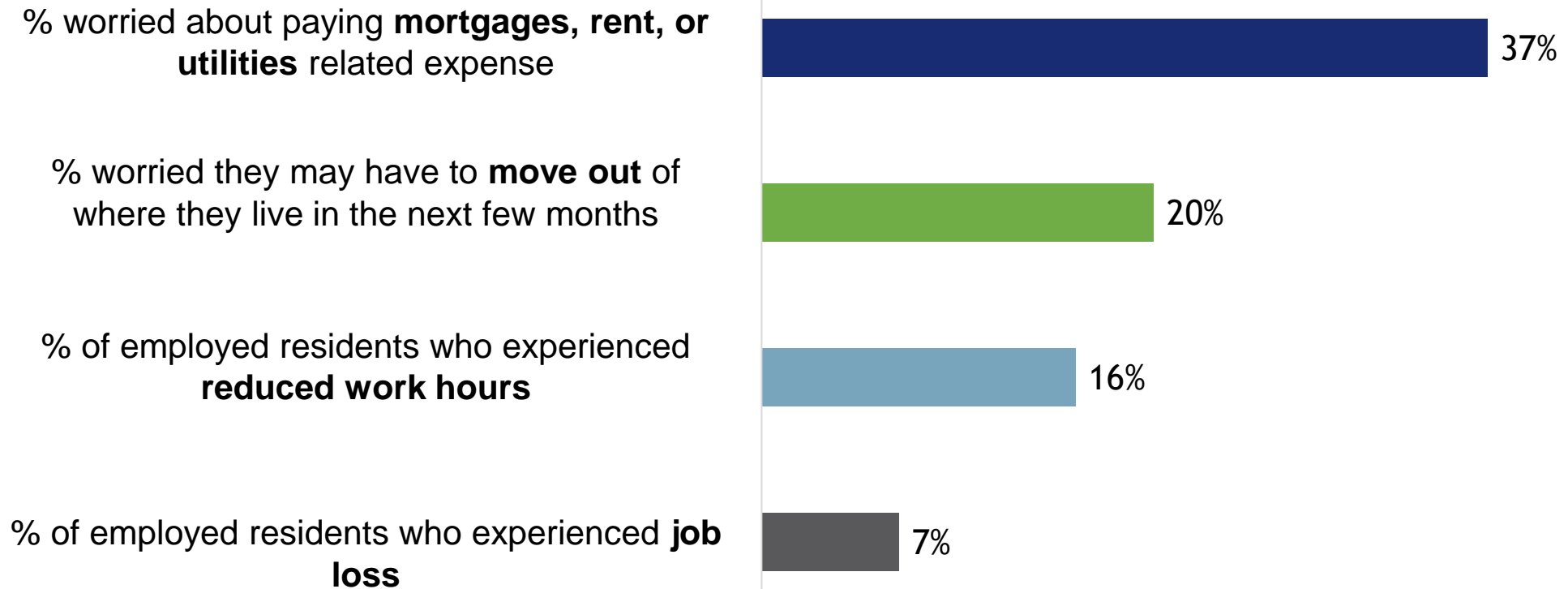
## Worried about Basic Need Expenses (N=2376)



# CCIS Data: BMC Area



## Impact on Income and Jobs (N=2376)





# CCIS Data: BMC Area



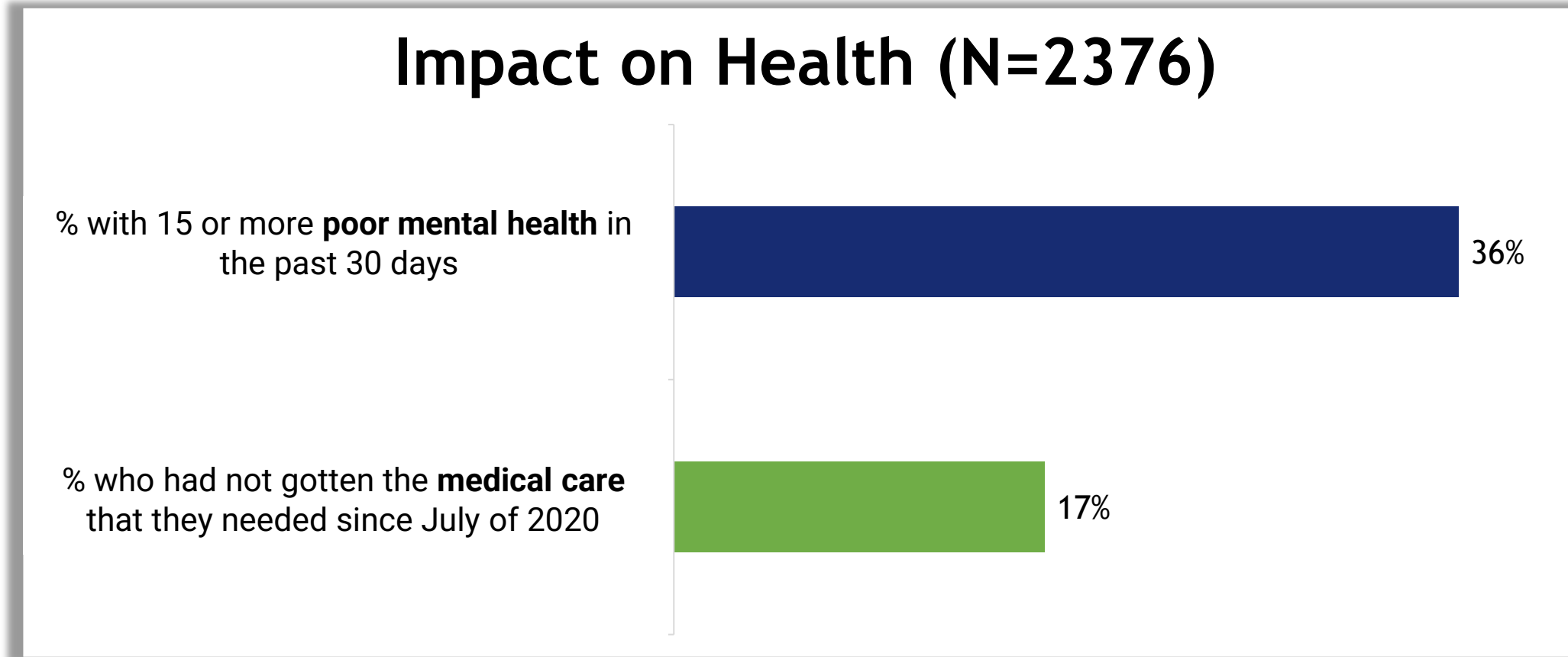
## Impact on Health (N=2376)

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

36%

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

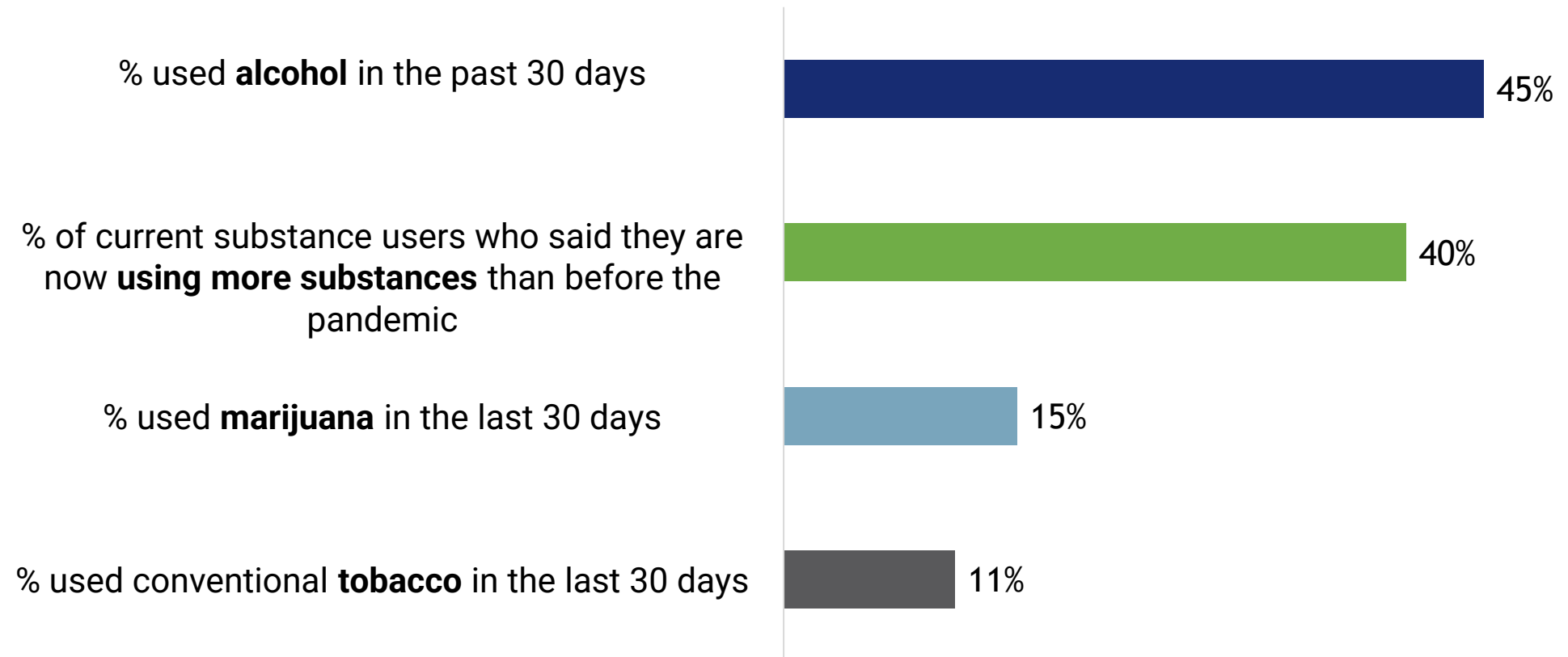
17%



# CCIS Data: BMC Area



## Substance Use (N=2376)



**BMC Area  
Profile**

# **413Cares Resources**



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# 413Cares Overview

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- 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](https://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](#)



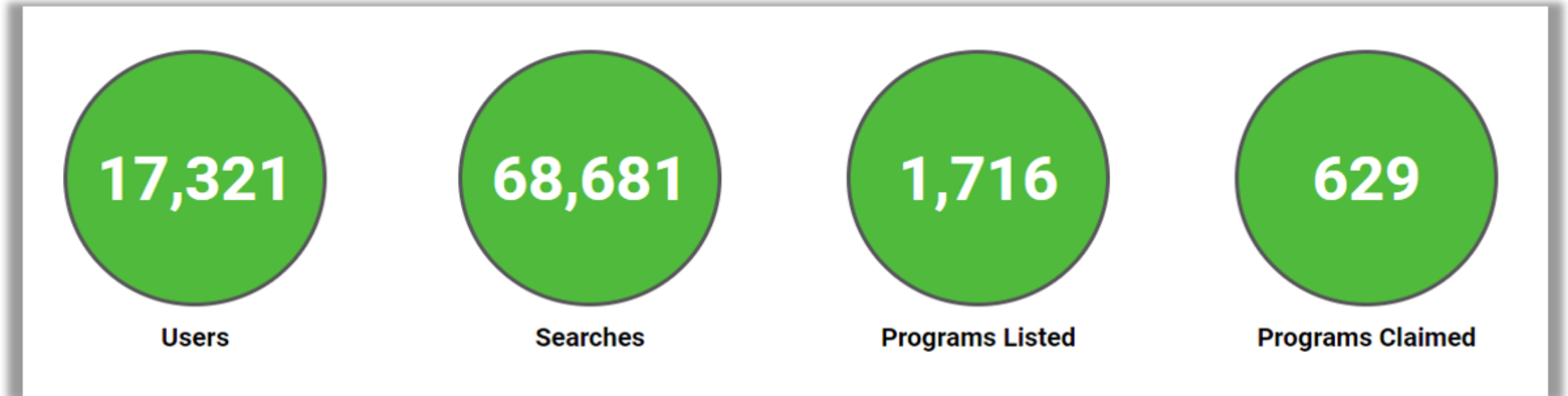
More partnerships are on the horizon!

# 413Cares Engagement

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As of December 2022



# 413Cares Growth



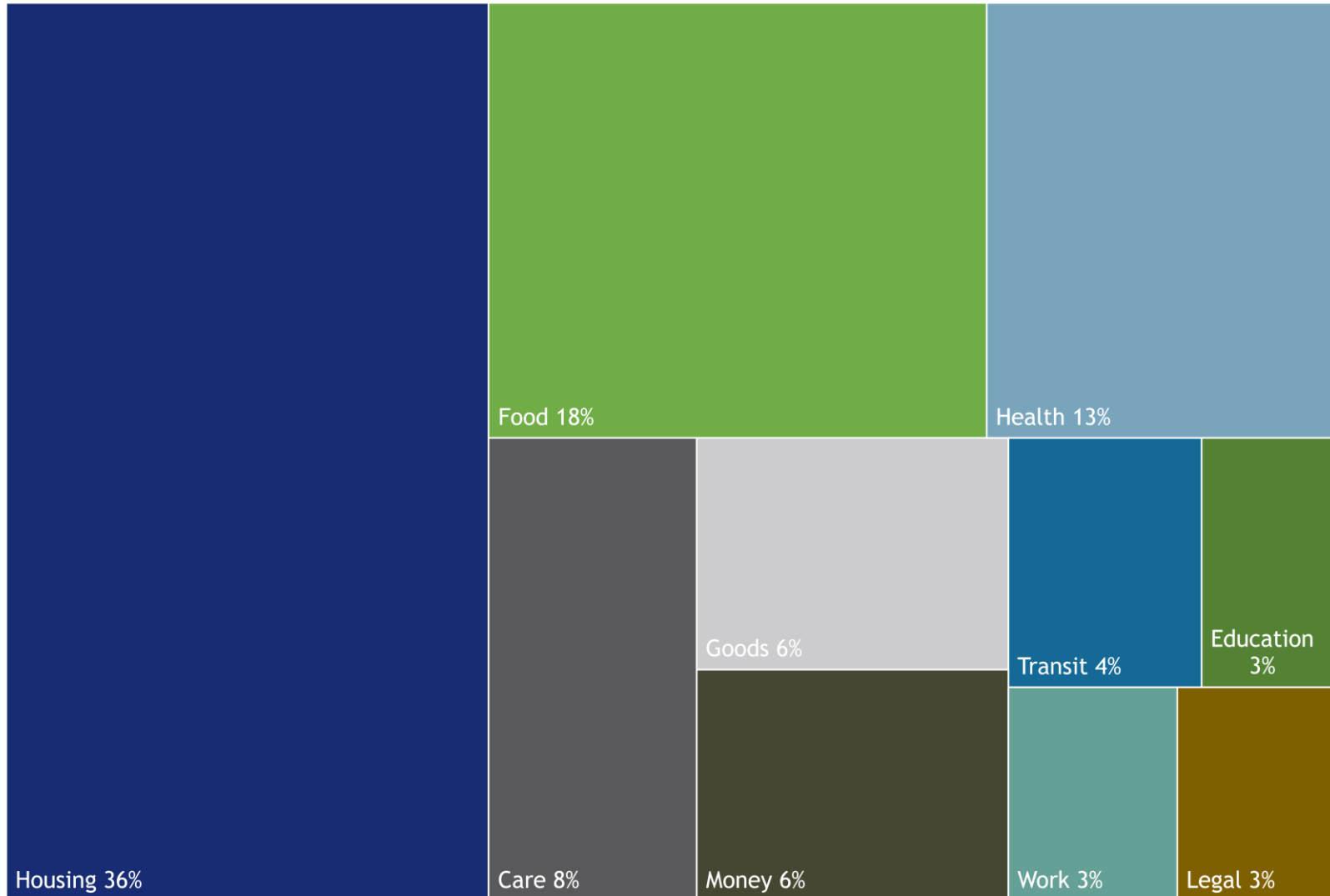
Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%



# 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

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

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
<b># of Local Programs</b>	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**  
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 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 using a computer, with the text "Search for and connect with FREE resources in your community". Below this is a green bar listing various services: Housing, Food and Nutrition, Early Education, Behavioral Health & Recovery, Healthcare, and And More!. Further down, it states "413Cares is free, easy to use and can be used anonymously". There is a QR code and a link to "Watch Video to Learn More" with a note to scan with the cares app. At the bottom, it says "GO TO 413Cares.org" and "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](mailto:LHomstead@publichealthwm.org) and
    - Francheska Bermudez, [FBermudez@publichealthwm.org](mailto: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 tip card has 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 green arrow pointing to "GO TO 413Cares.org" with the subtext "Critical information, resources and referrals". A section titled "Resources Available" lists: Food and Nutrition (apple icon), Housing (house icon), Behavioral Health & Recovery (heart icon), Healthcare (cross icon), Early Education (ABC icon), and "And More!". Below this is another "GO TO 413Cares.org" button with 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](mailto:kszegda@publichealthwm.org)

Victoria Hill

[vhill@publichealthwm.org](mailto:vhill@publichealthwm.org)



[www.publichealthwm.org/what-we-do/research-evaluation/reports/COVID-Impact-TA](http://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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**Jessica Collins**

Executive Director

[jcollins@publichealthwm.org](mailto:jcollins@publichealthwm.org)

413-794-2520

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**Liv Anna Homstead**

413Cares Manager

[LHomstead@publichealthwm.org](mailto:LHomstead@publichealthwm.org)

413-795-0594

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**Sarita Hudson**

Senior Director of Programs & Development

[shudson@publichealthwm.org](mailto:shudson@publichealthwm.org)

413-794-7600

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**Andrea Freeman**

Policy Director

[afreeman@publichealthwm.org](mailto:afreeman@publichealthwm.org)

978-895-0960

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**QUESTIONS?**

