

Community Needs and Resources

Baystate Wing

January 2023

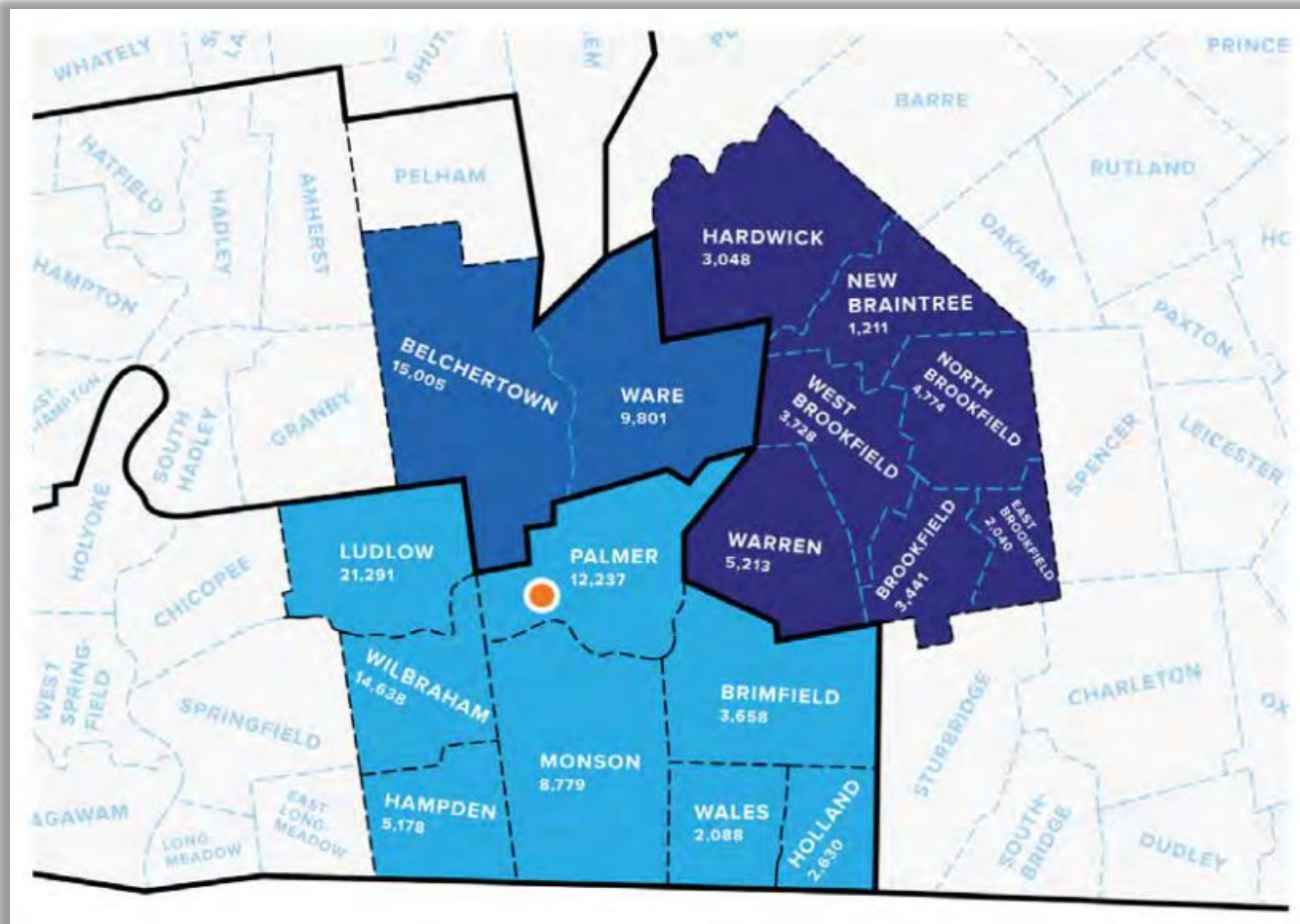


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OF WESTERN MASSACHUSETTS
PARTNERS FOR HEALTH EQUITY



413CARES
Connecting People With Resources

Baystate Wing Hospital Service Area



Hampden County

- Brimfield
- Hampden
- Holland
- Ludlow
- Monson
- Palmer
- Wales
- Wilbraham

Hampshire County

- Belchertown
- Ware

Worcester County

- Brookfield
- East Brookfield
- Hardwick
- New Braintree
- North Brookfield
- Warren
- West Brookfield

**Baystate
Wing
Profile**

Census Data



Census Data: Age



Total Population: 117,593

Median Age Baystate Wing Area

The median age of
Our Community is

44.0
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
23-ZCTA area (ACS 2015-2019).

Number of Children Under 5 Years Baystate Wing Area

6,017

children under 5 yrs



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

Children under 5-years-old for the 23-ZCTA area
(ACS 2015-2019).

Number of Seniors in Our Community Baystate Wing Area

21,935

seniors



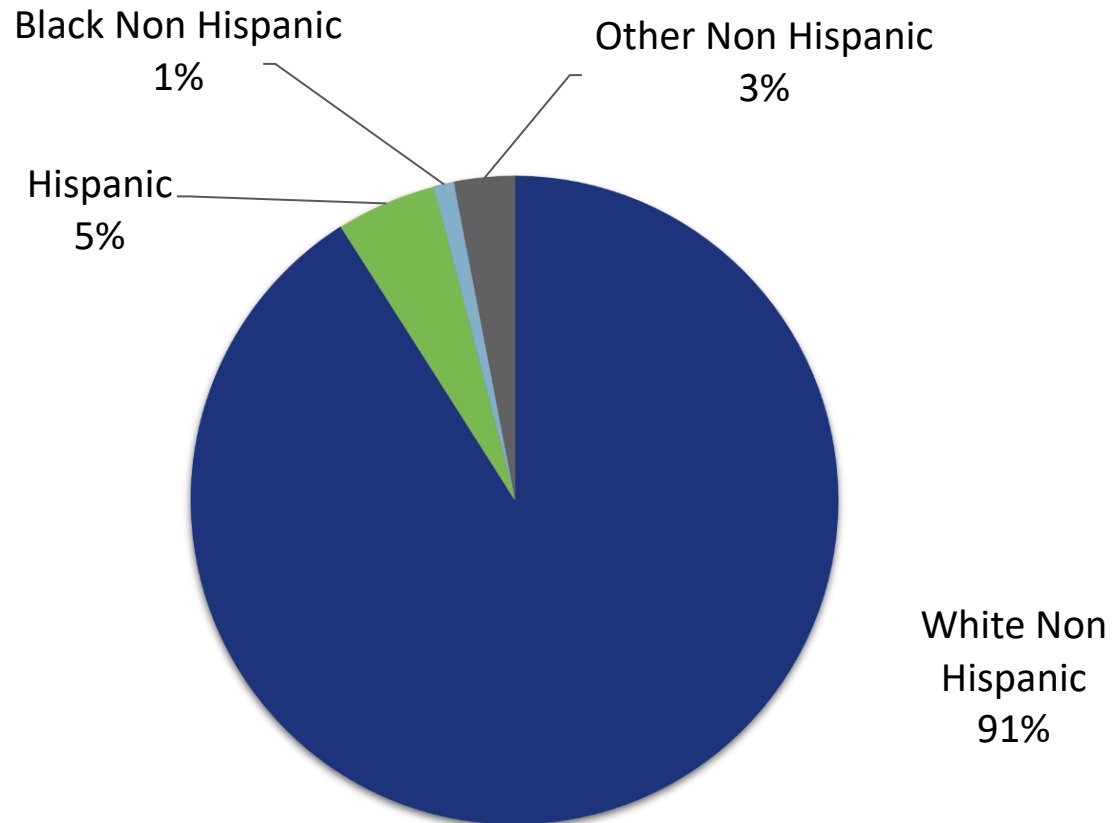
18% of **Our Community** are
seniors 65+ yrs old

Seniors ages 65 years and older for the 23-ZCTA
area (ACS 2015-2019).

Census Data: Race & Ethnicity



Race & Ethnicity in Wing Area



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

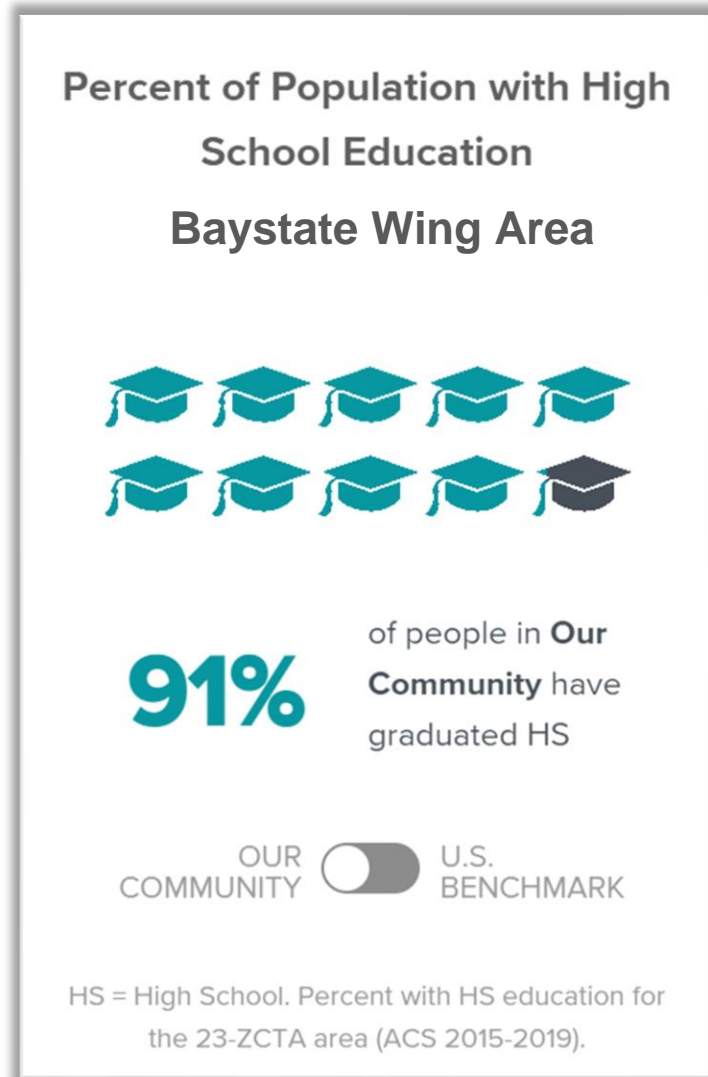
Census Data: Language

Top 10 Languages Spoken in Wing Area



→ 91% speak English only

Census Data: Education



compared to **88%** of US population

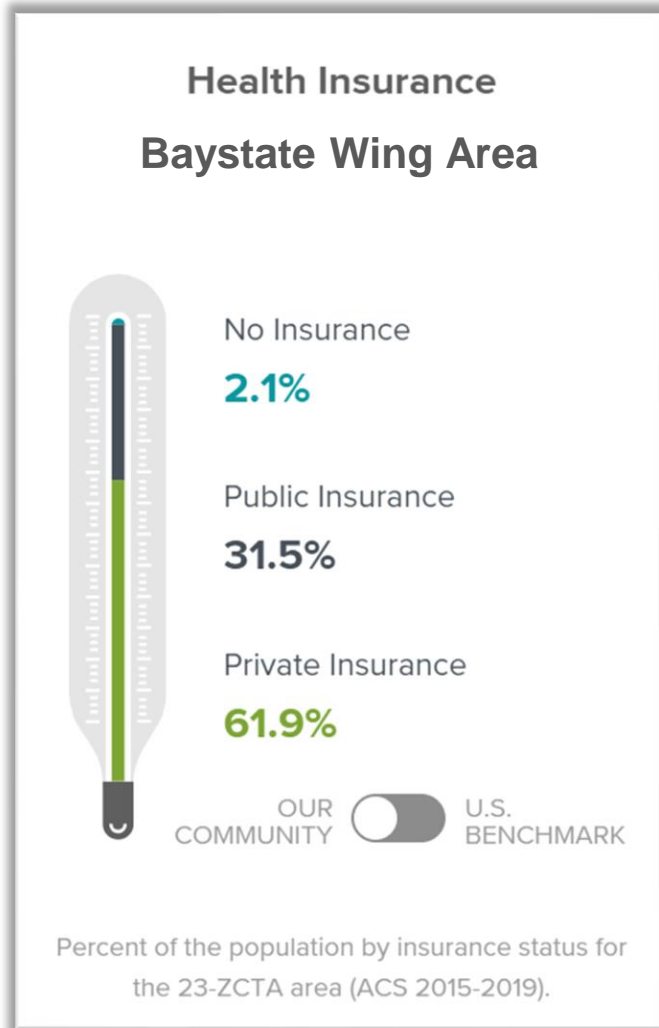
Census Data: Income



*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
Wing
Profile**

COVID-19 Data



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COVID Data: Baystate Wing Area

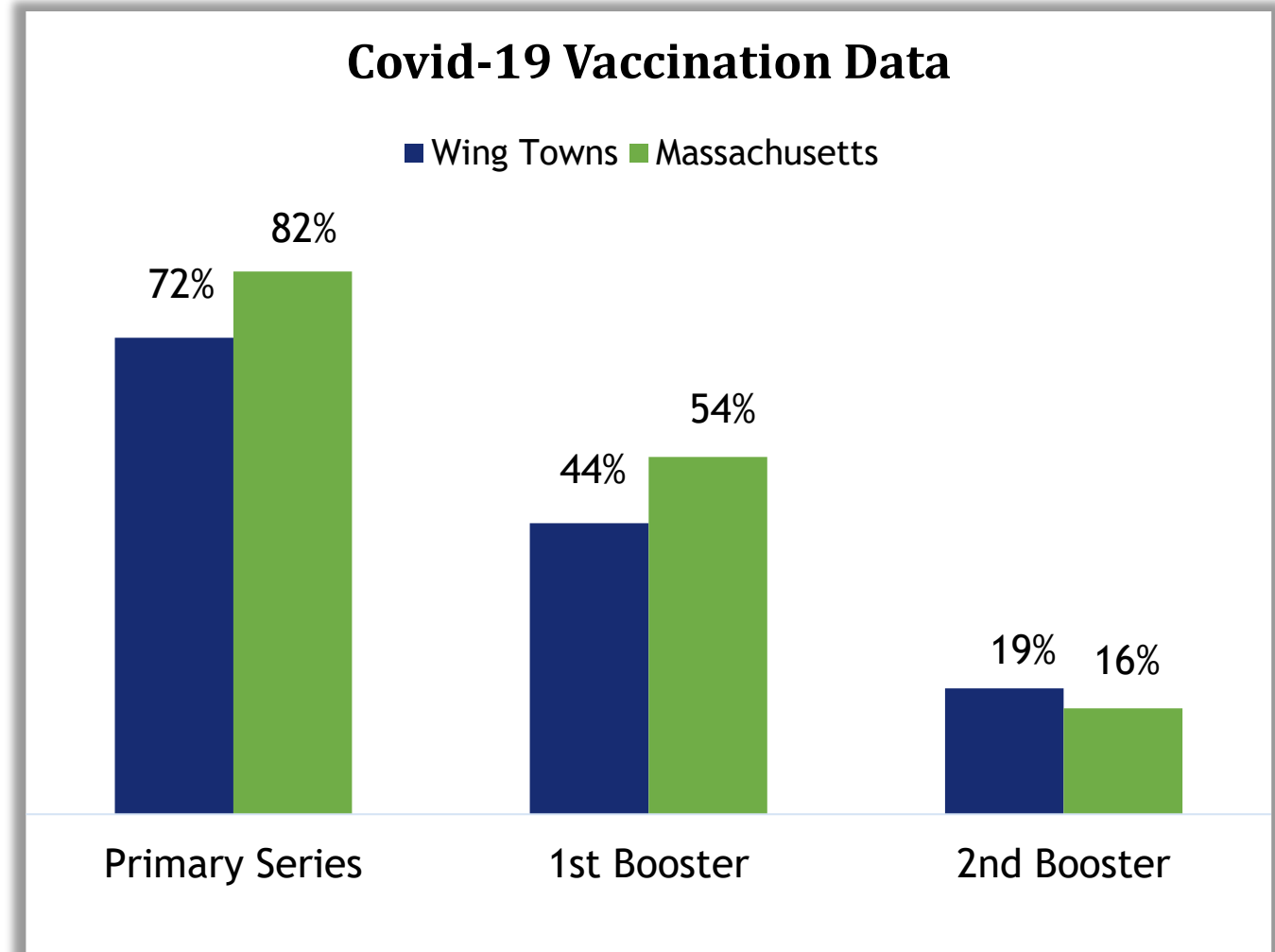


Total Population: 117,593

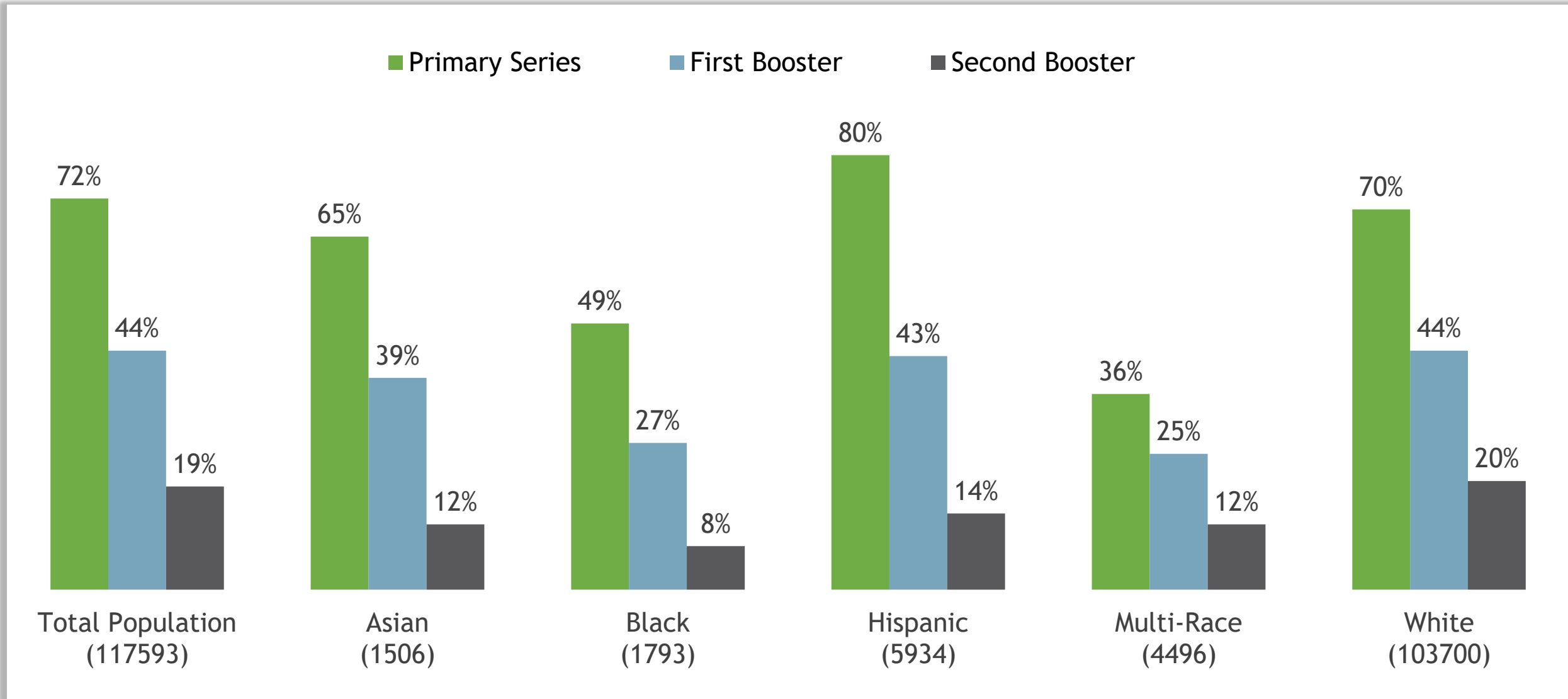
Total COVID Cases: 33,039

Total COVID Deaths: 188*

**death total from 2020 & 2021 only.*

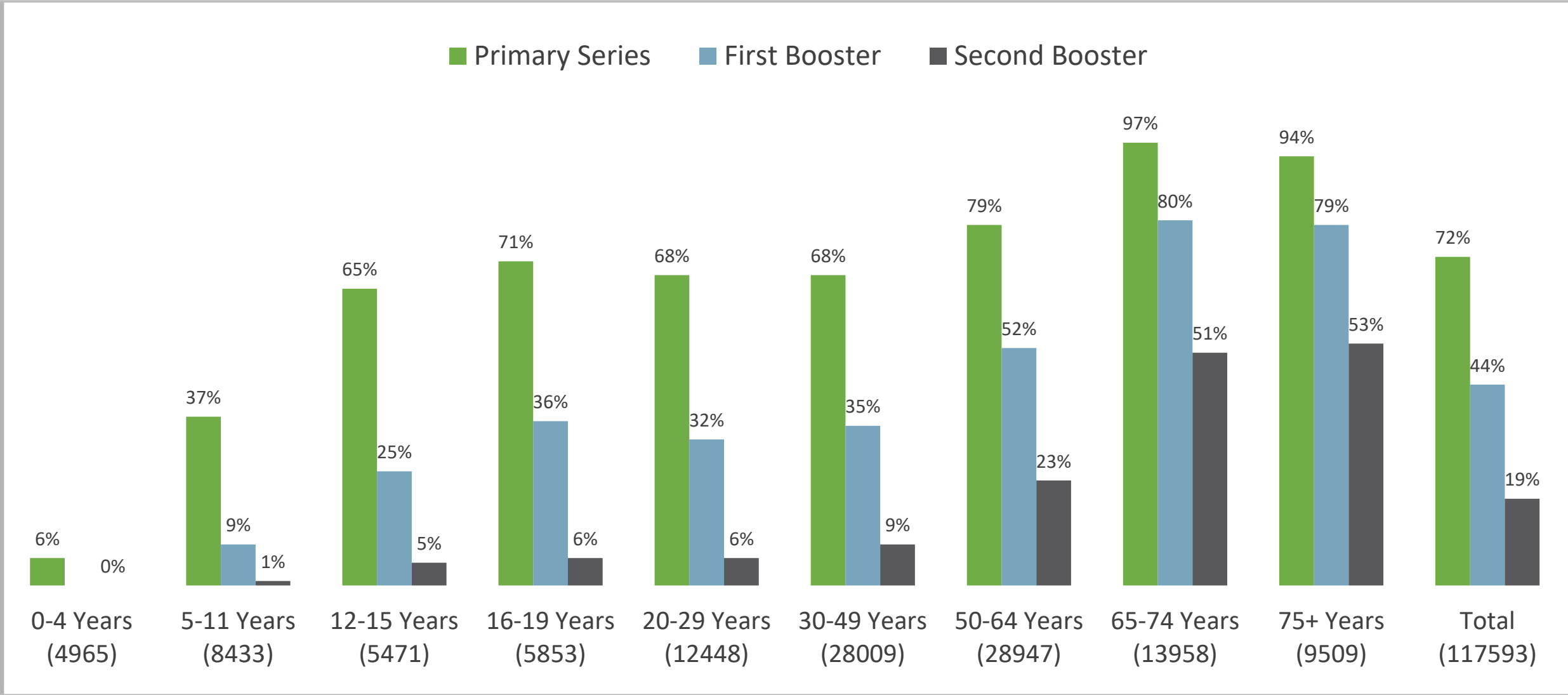


Vaccination Rates by Race/Ethnicity in Wing Area



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

Vaccination Rates by Age in Wing Area



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

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

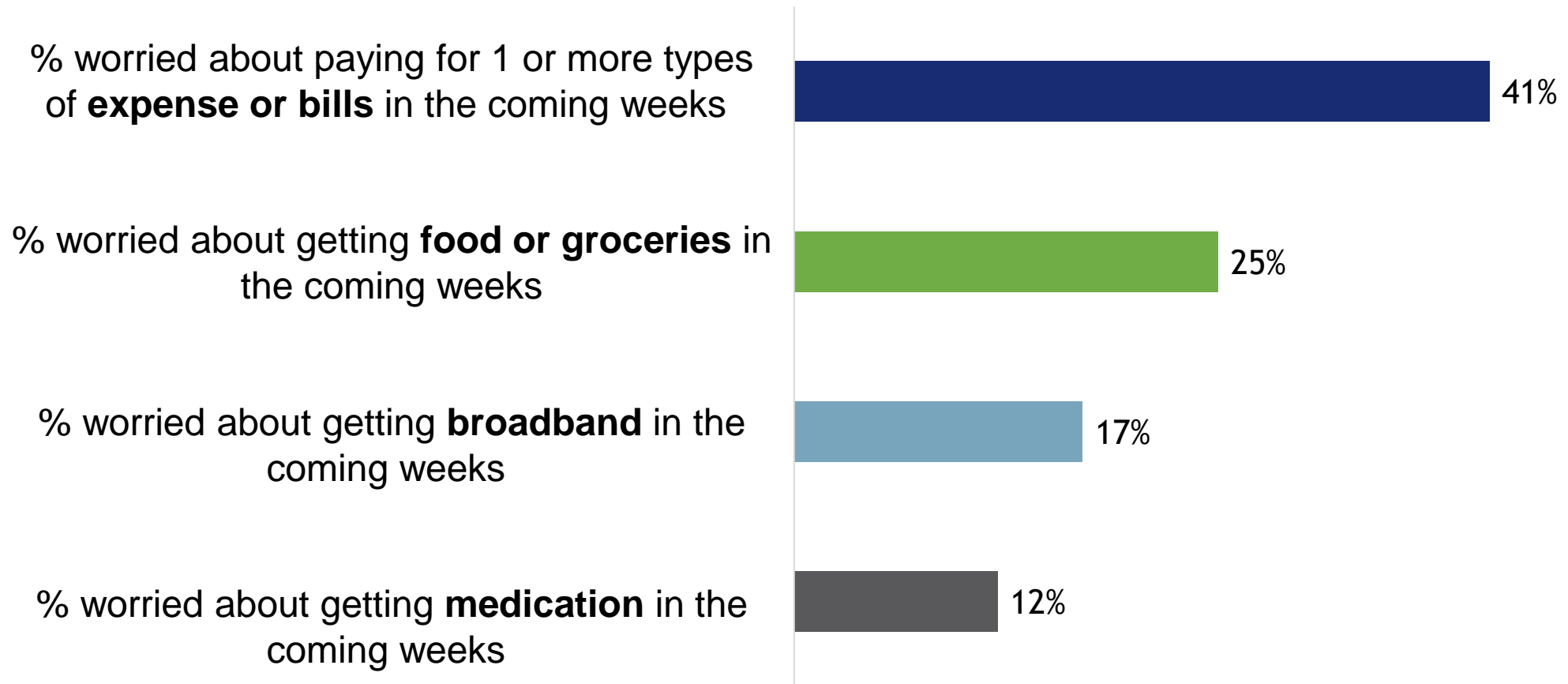
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.
- **In Wing service area, there were 434 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 Wing towns or have good representation from priority populations.

CCIS Data: Baystate Wing Area



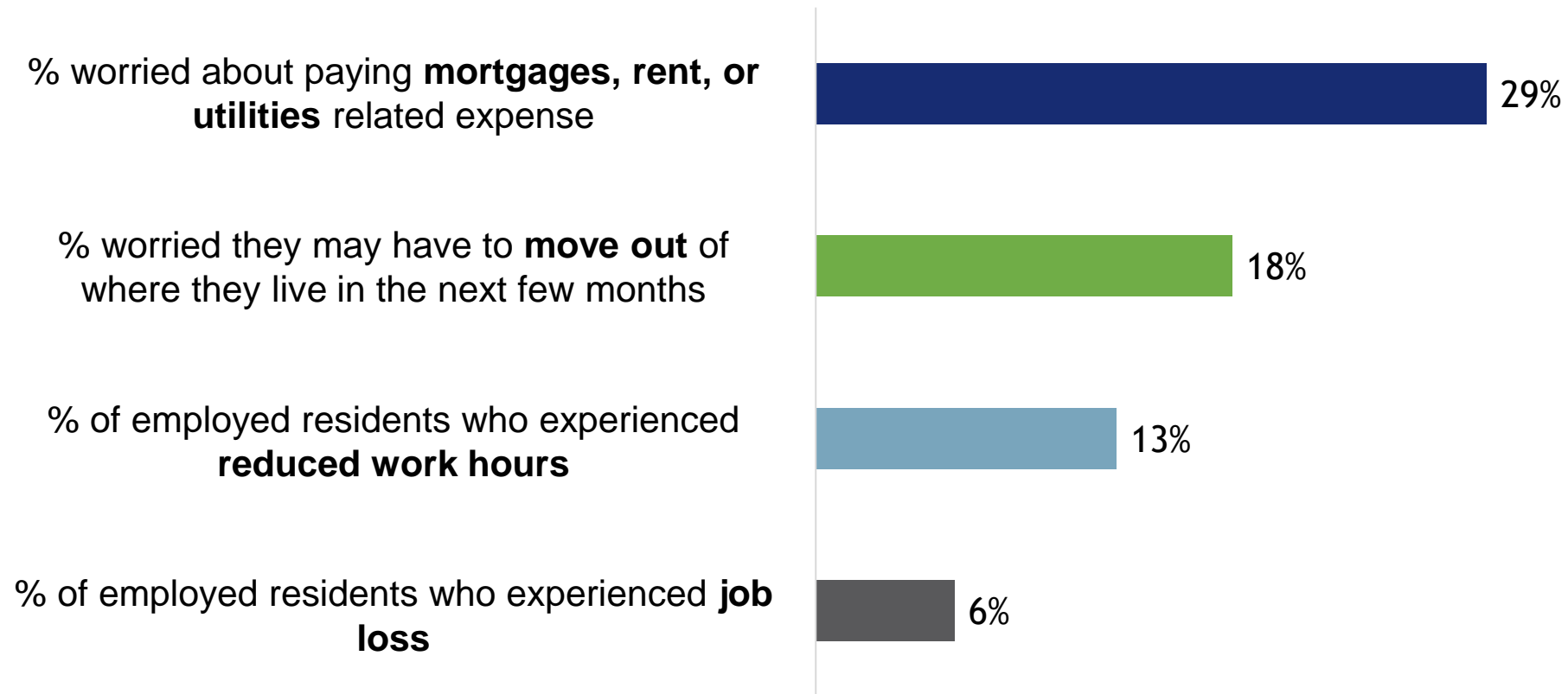
Worried about Basic Need Expenses (N=434)



CCIS Data: Baystate Wing Area



Impact on Income and Jobs (N=434)



CCIS Data: Baystate Wing Area



Impact on Health (N=434)

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



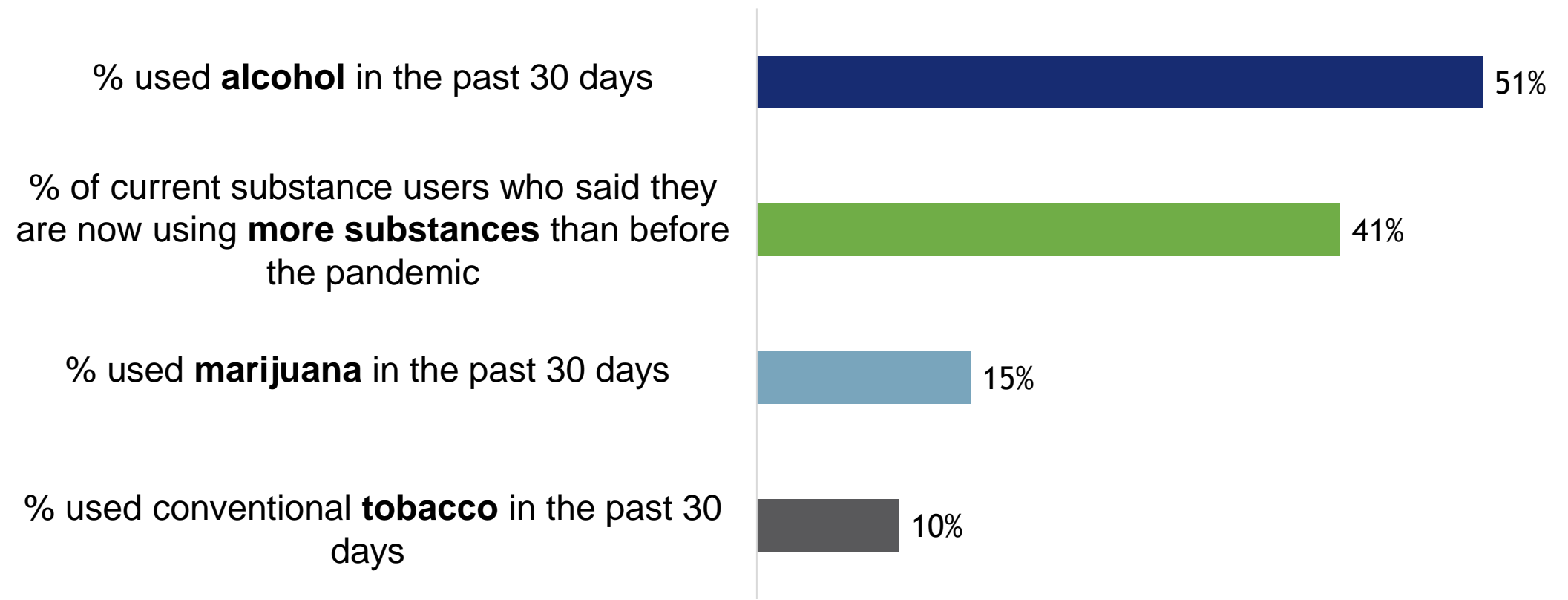
% who had not gotten the **medical care**
that they needed since July of 2020



CCIS Data: Baystate Wing Area



Substance Use (N=434)



**Baystate
Wing
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

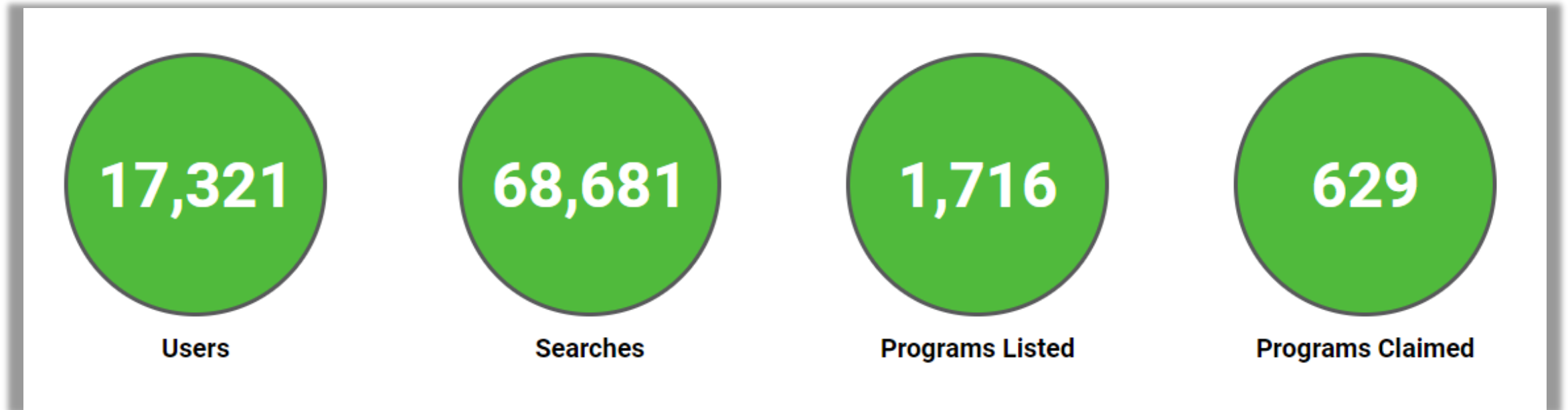
- [Digital Resources](#)
- [Addiction and Recovery Resources](#)
- [Food Navigation](#)
- [Mentoring](#)
- [Breaking Stigma of Substance Use](#)

<p>Treatment</p> 	<p>Detox Stabilization Services (CSS/TSS) Residential Recovery Medication Assisted Treatment</p>	<p>Support Services</p> 	<p>Counseling Peer Recovery Family Support Youth Support Jail Diversion</p>
<p>Overdose Prevention</p> 	<p>Syringe Service Programs Prevention Coalitions Naloxone (Narcan) ✓</p>	<p>Housing</p> 	<p>Residential Recovery Supportive Housing</p>

More partnerships and resource pages are on the horizon!

413Cares Overall Engagement

As of December 2022



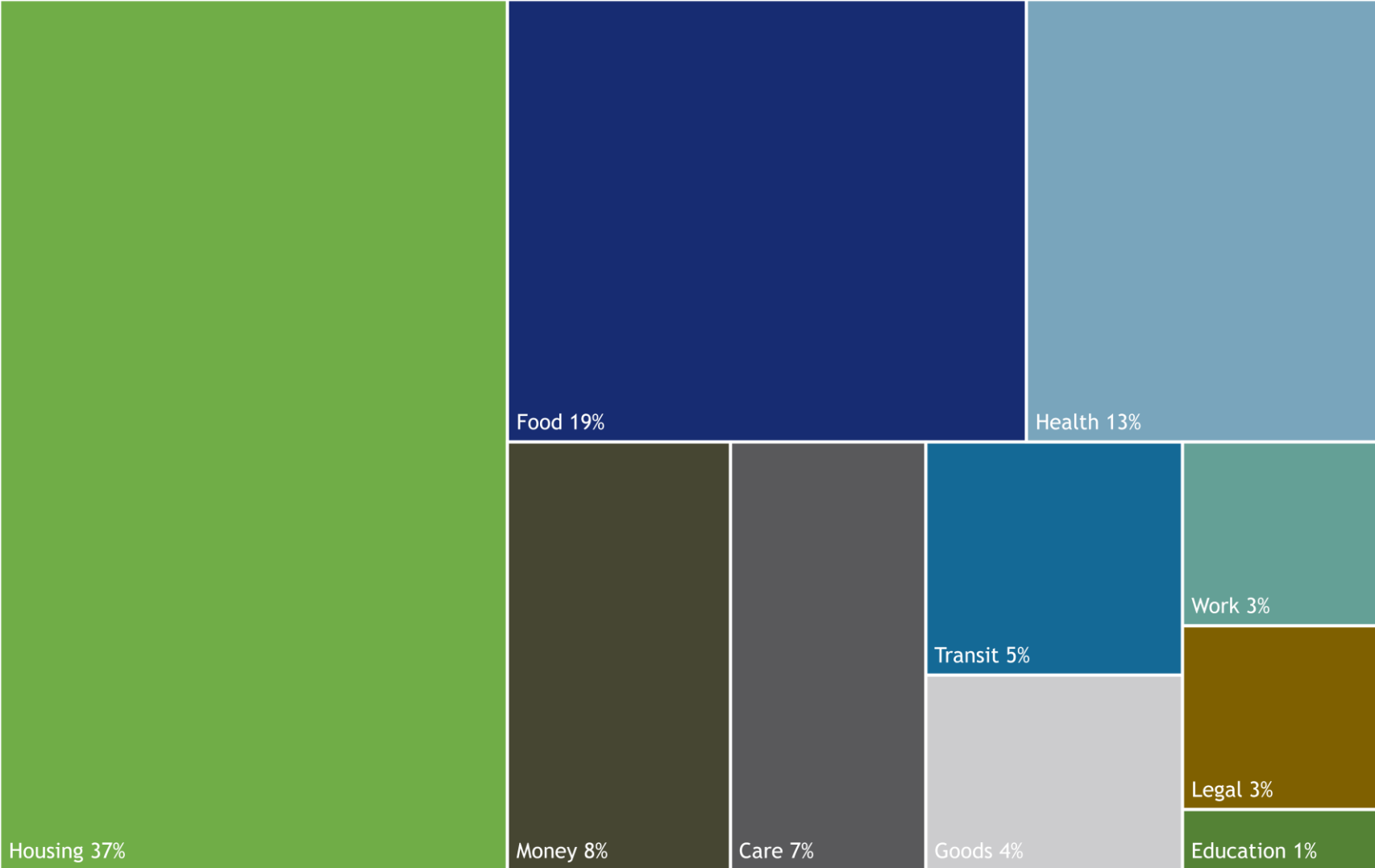
413Cares Growth

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 Wing Area?



Search categories (all time) in Wing area



Search terms (all time) in Wing area

Term	Searches
housing	182
food	145
home renters	90
food pantry	78
help paying for housing	71
help find housing	58
transportation	49
emergency food	44
food delivery	43
housing vouchers	43
help pay for utilities	43
rent	42
money	41
provider	40
help pay for food	39

Wing Area Programs on 413Cares

- **646** programs serving the Wing area on 413Cares
- **342** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	70	140	39	23	345	121	447	253	90	57

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

413Cares Supporting the Wing 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, 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 poster features an illustration of a woman with dark hair, wearing a pink shirt, sitting at a desk and looking at a computer monitor. Above her, the text reads "Search for and connect with FREE resources in your community". Below the illustration is a green bar with the text "Find FREE and reduced-cost services and programs related to:" followed by six circular icons representing different service categories: Housing (house icon), Food and Nutrition (apple icon), Early Education (ABCs icon), Behavioral Health & Recovery (heart with brain icon), Healthcare (cross icon), and And More! (person with location pin icon). 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 link to "Watch Video to Learn More" with the instruction "Scan with the cares app on your smartphone.", and three smartphone icons. The bottom of the poster 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.

Community HELP Supporting the Wing Area



- Findhelp version used by UMASS Memorial in Worcester
- Connecting providers, patients and caregivers to needed services
- **For more information:**

Go to: www.communityhelp.net

Contact: Kathy Franco-Anthony
Sr. Project Manager

Kathleen.franco-anthony@umassmemorial.org



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 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!". At the bottom, there is another "GO TO 413Cares.org" button, a QR code with the text "Scan with the camera app on your smartphone.", and the 413CARES logo with the text "413Cares is an online resource managed by the Public Health Institute of Western Massachusetts" and the Public Health Institute of Western Massachusetts logo.

Interested in More Data?

MA COVID Community Impact Survey (CCIS)

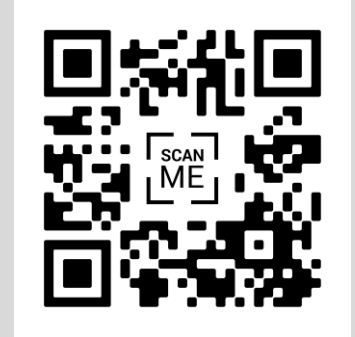
For CCIS questions and to submit a request, contact:

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Victoria Hill

vhill@publichealthwm.org



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

2022 Baystate Wing Community Health Needs Assessment

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



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QUESTIONS?

