

Community Needs and Resources

GREENFIELD

January 2023



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



413CARES
Connecting People With Resources

Greenfield Profile

Census Data



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Census Data: Age



Total Population: 17,768

Median Age Greenfield

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 1-
city area (ACS 2015-2019).

Source: Broadstreet, ACS 2015-2019

Number of Children Under 5 Years

Greenfield

936

5.4% of our Community are
children under 5 yrs old

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

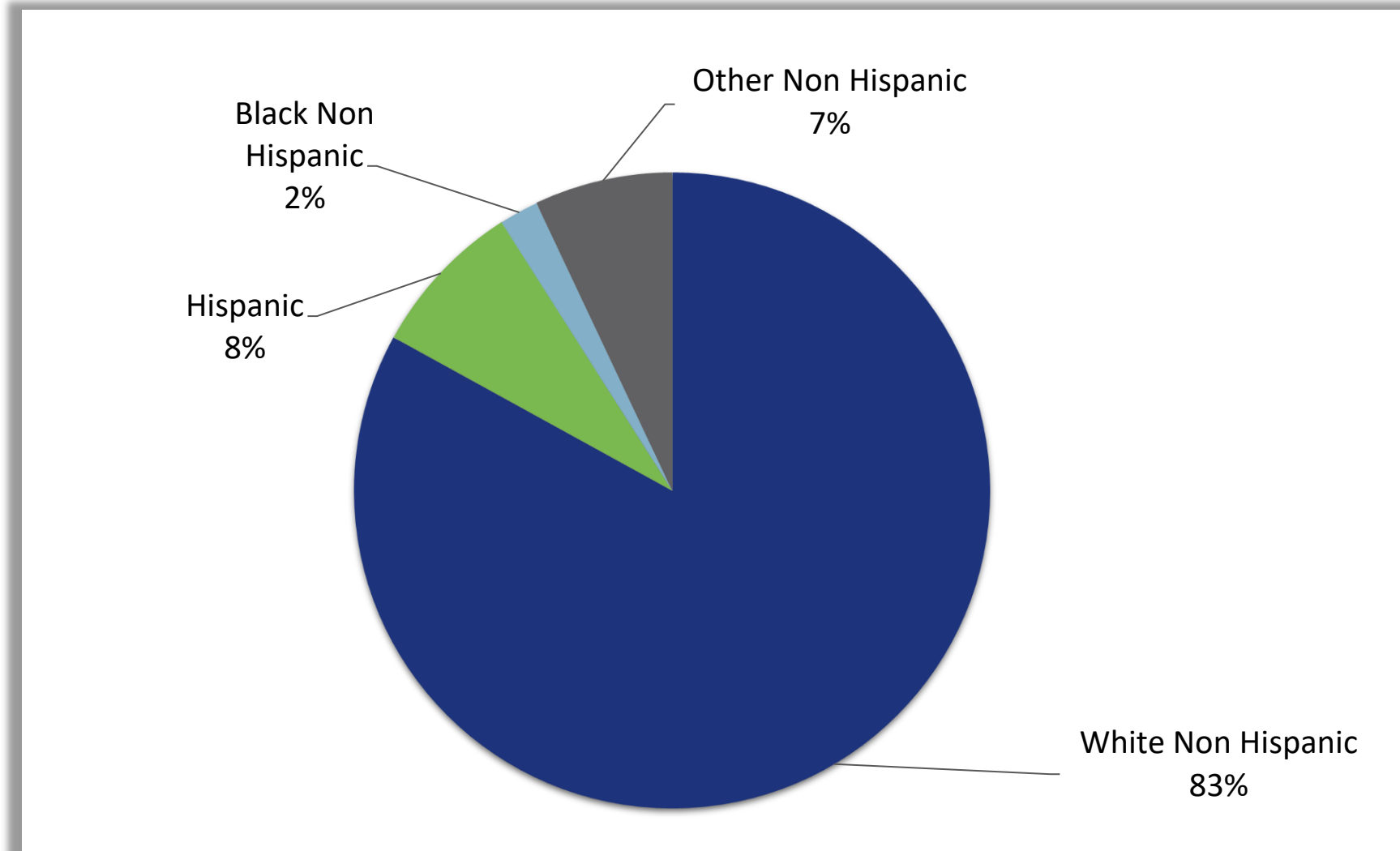
Number of Seniors in Our Community

Greenfield

3,869

22.3% of our Community
are senior 65+ yrs old

Census Data: Race & Ethnicity in Greenfield

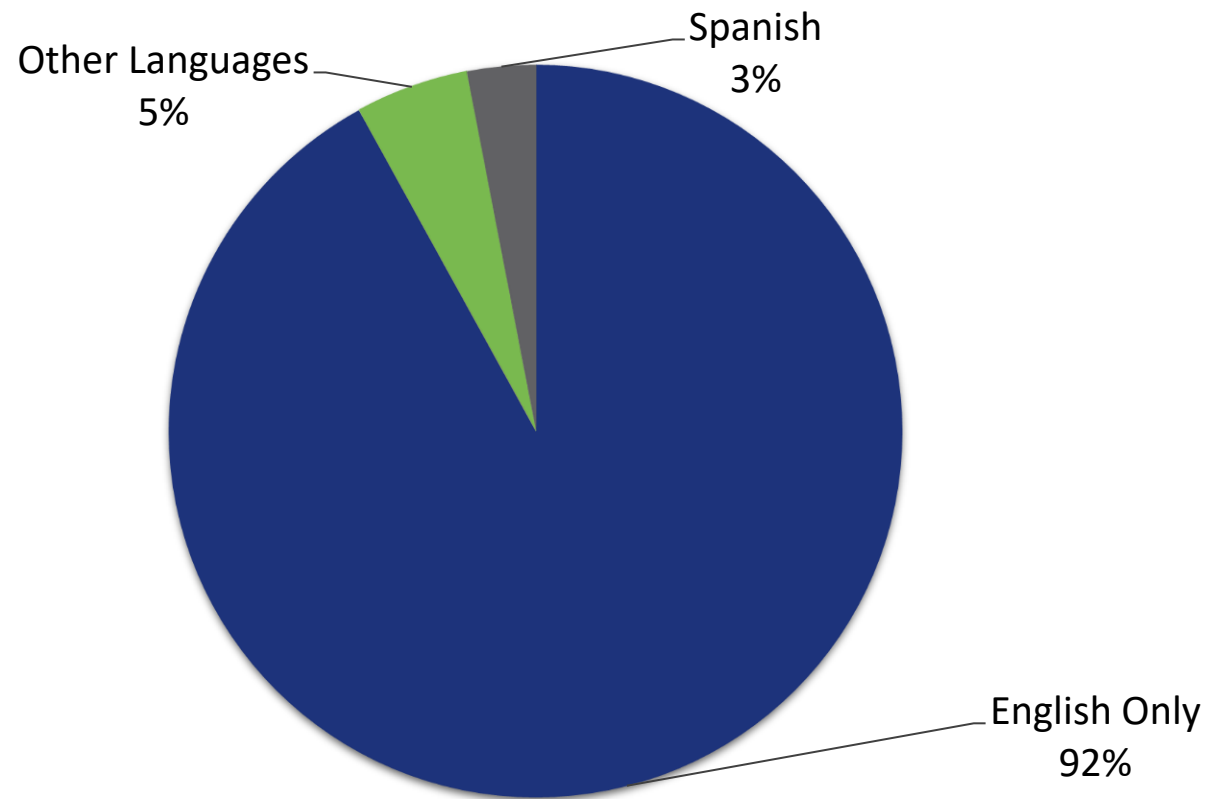


Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

Census Data: Language

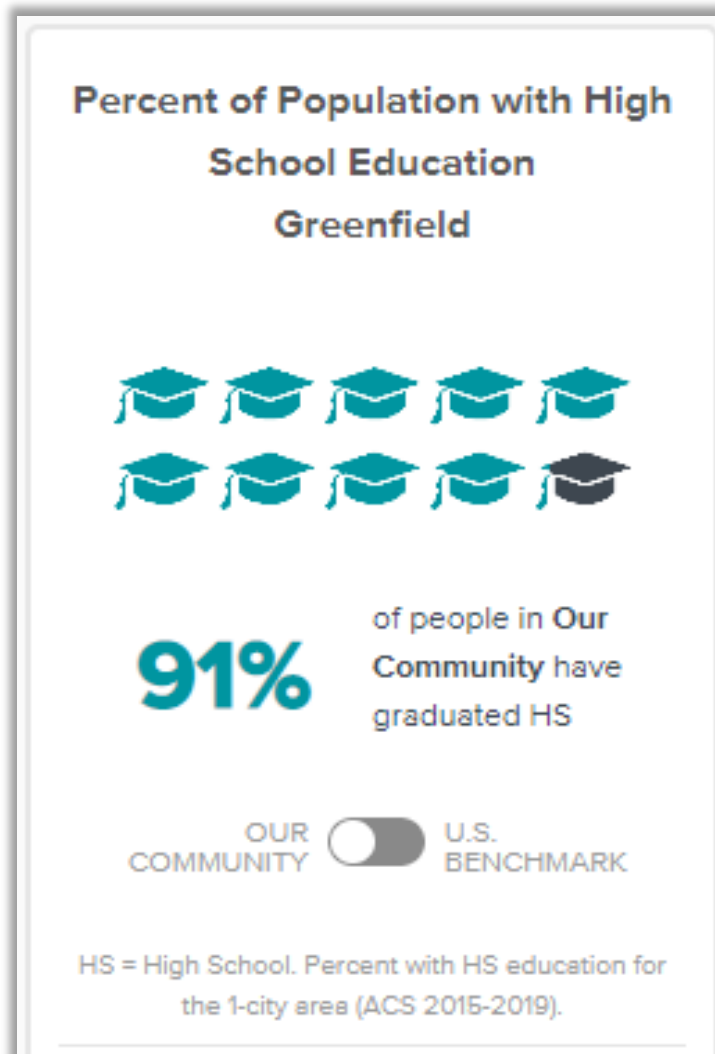


Languages Spoken at Home in Greenfield



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

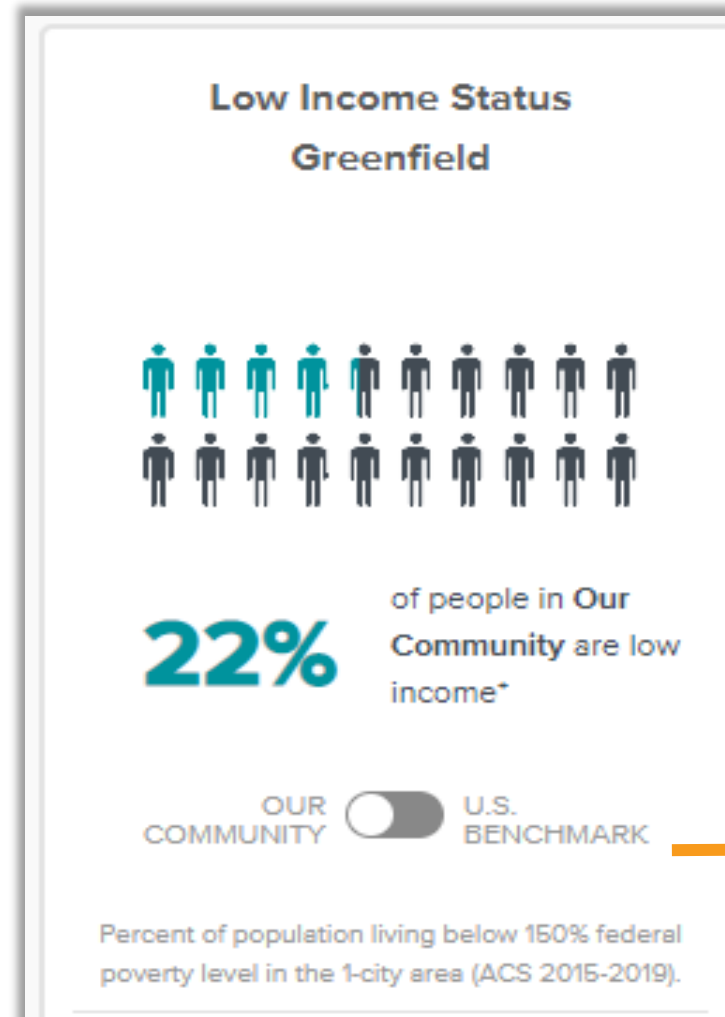
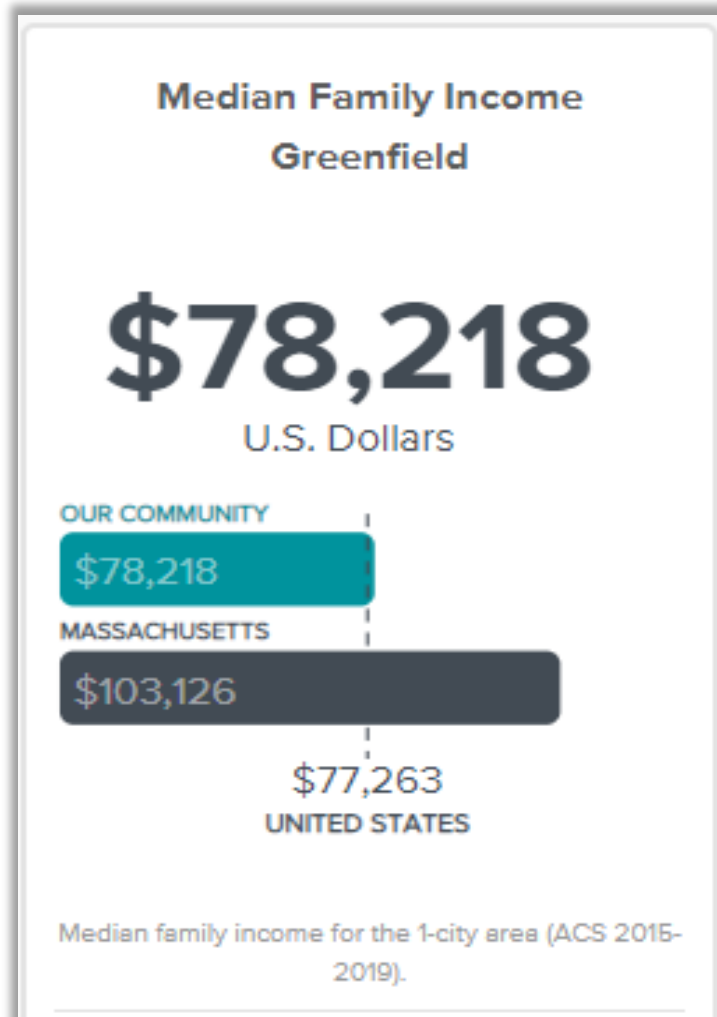
Census Data: Education



compared to **88%** of US population

Source: Broadstreet, ACS 2015-2019

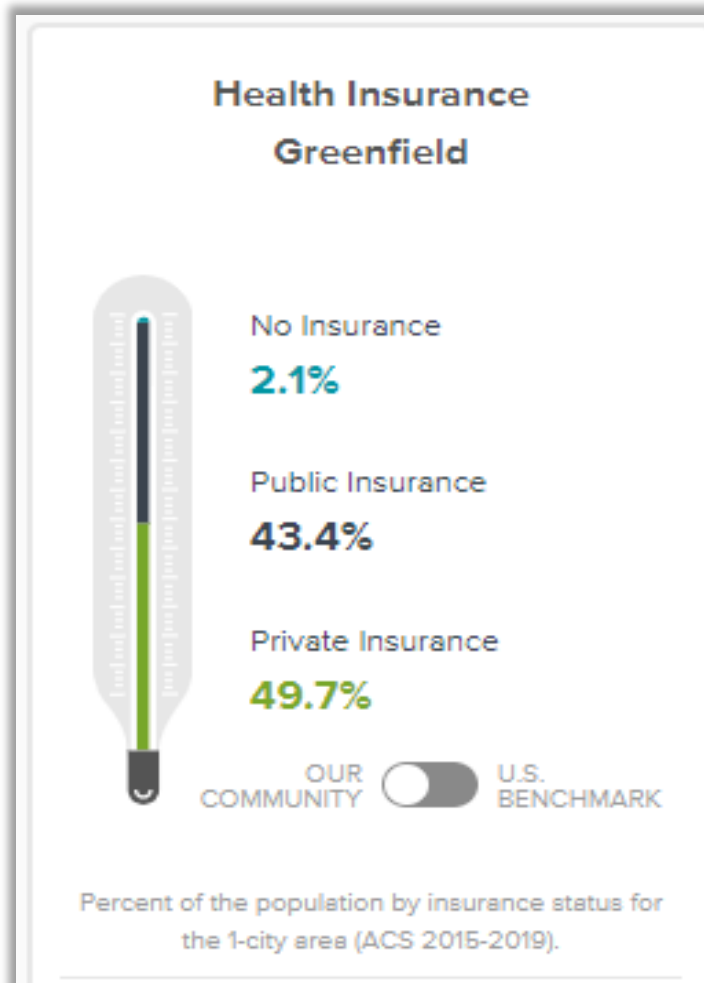
Census Data: Income



*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

Greenfield Profile

COVID-19 Data



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COVID Data: Greenfield

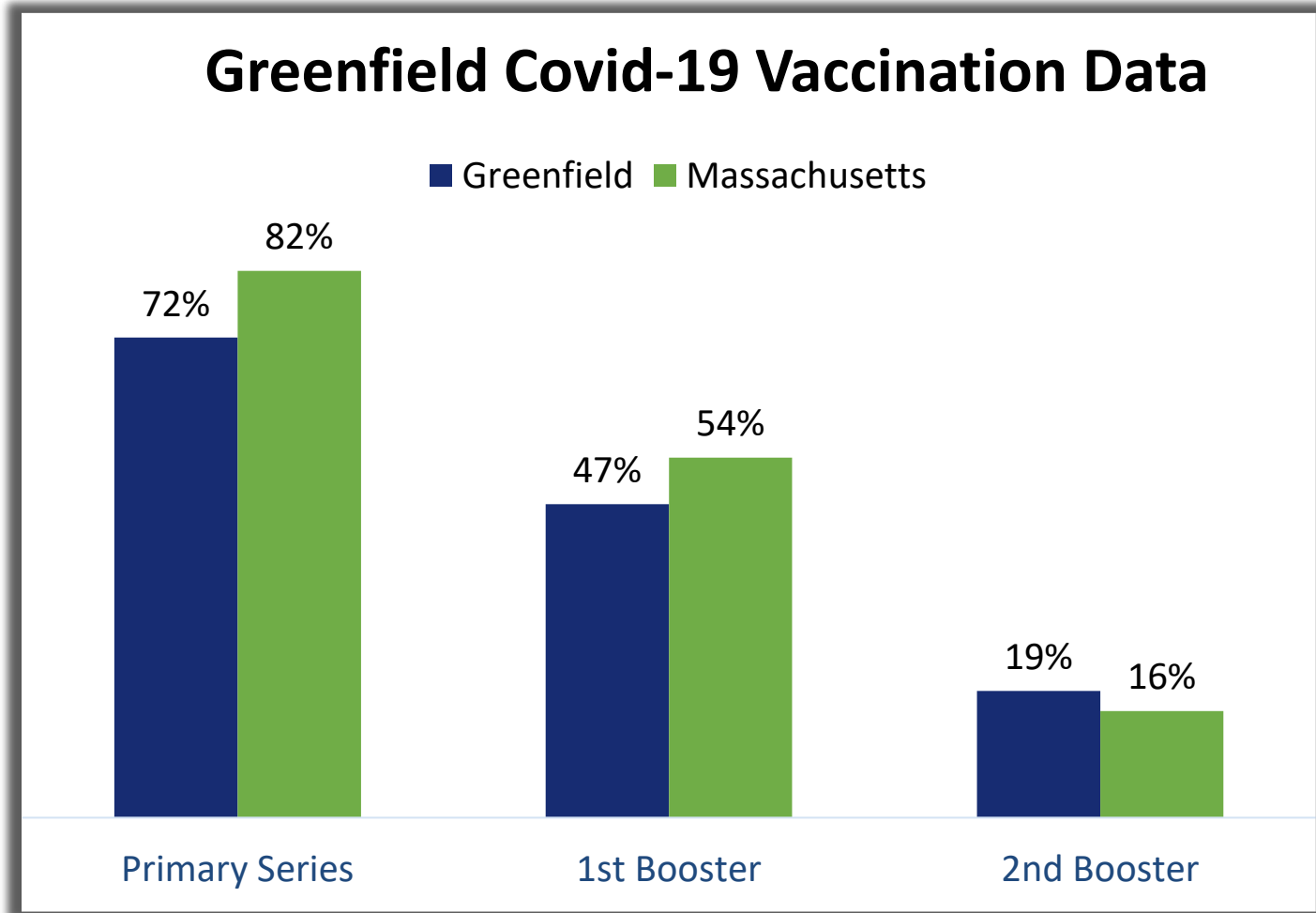


Total Population: **17,768**

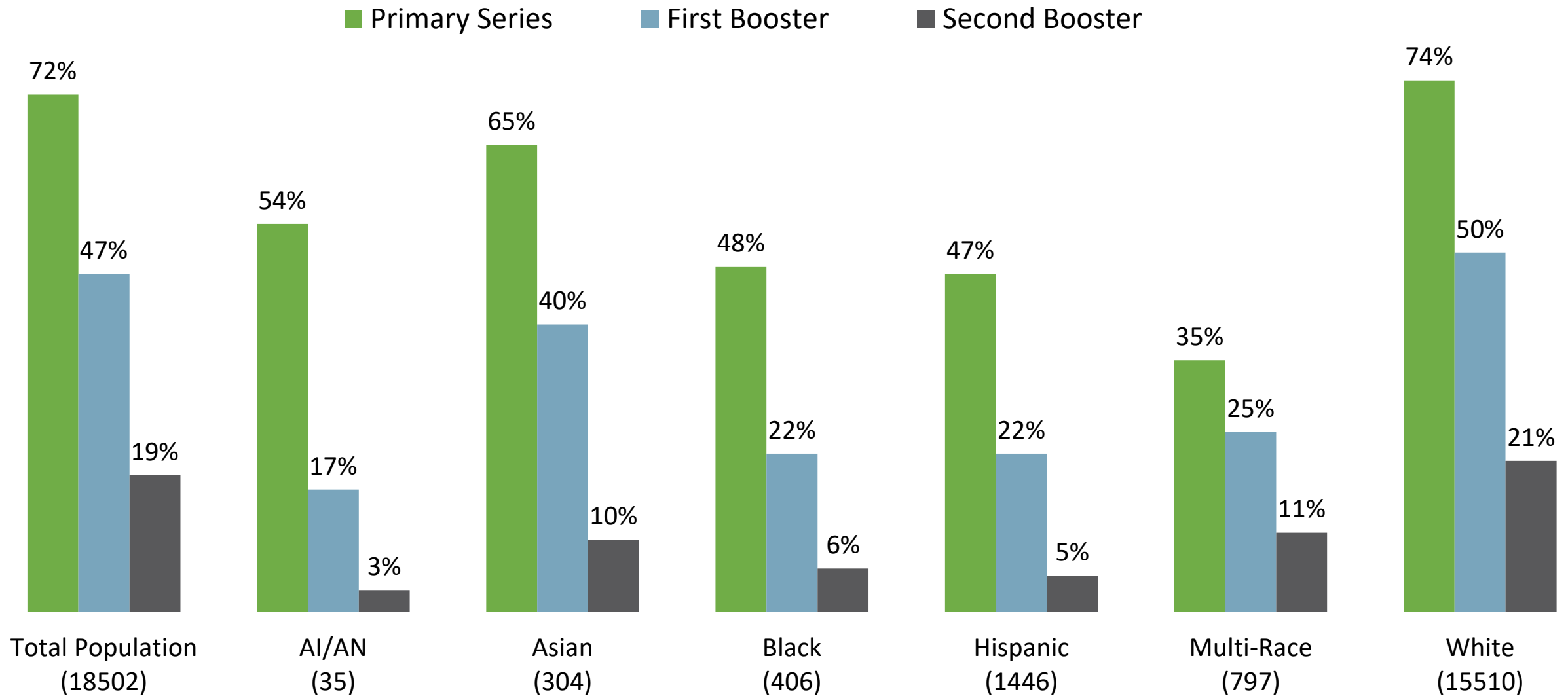
Total COVID Cases: **4,169**

Total COVID Deaths: **68***

**death total from 2020 & 2021 only.*



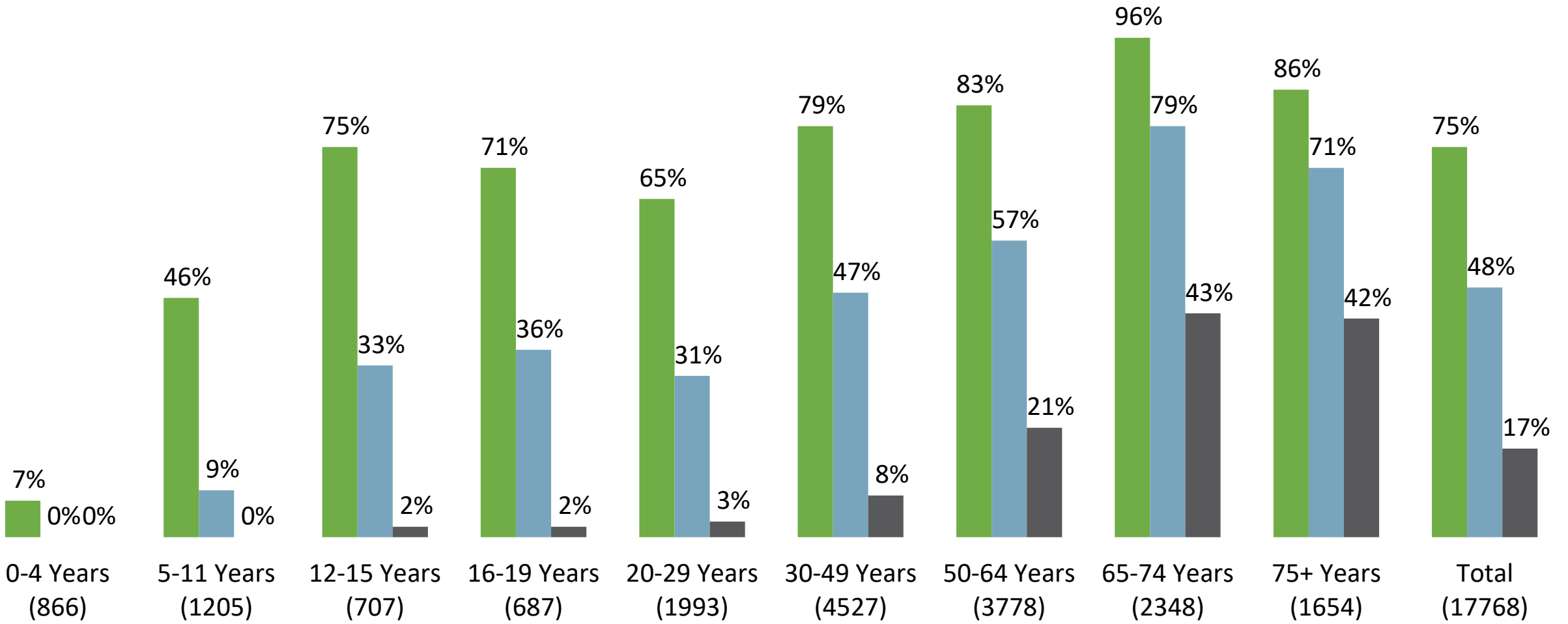
Vaccination Rates by Race/Ethnicity in Greenfield



Vaccination Rates By Age in Greenfield



■ Primary Series
 ■ First Booster
 ■ Second Booster



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

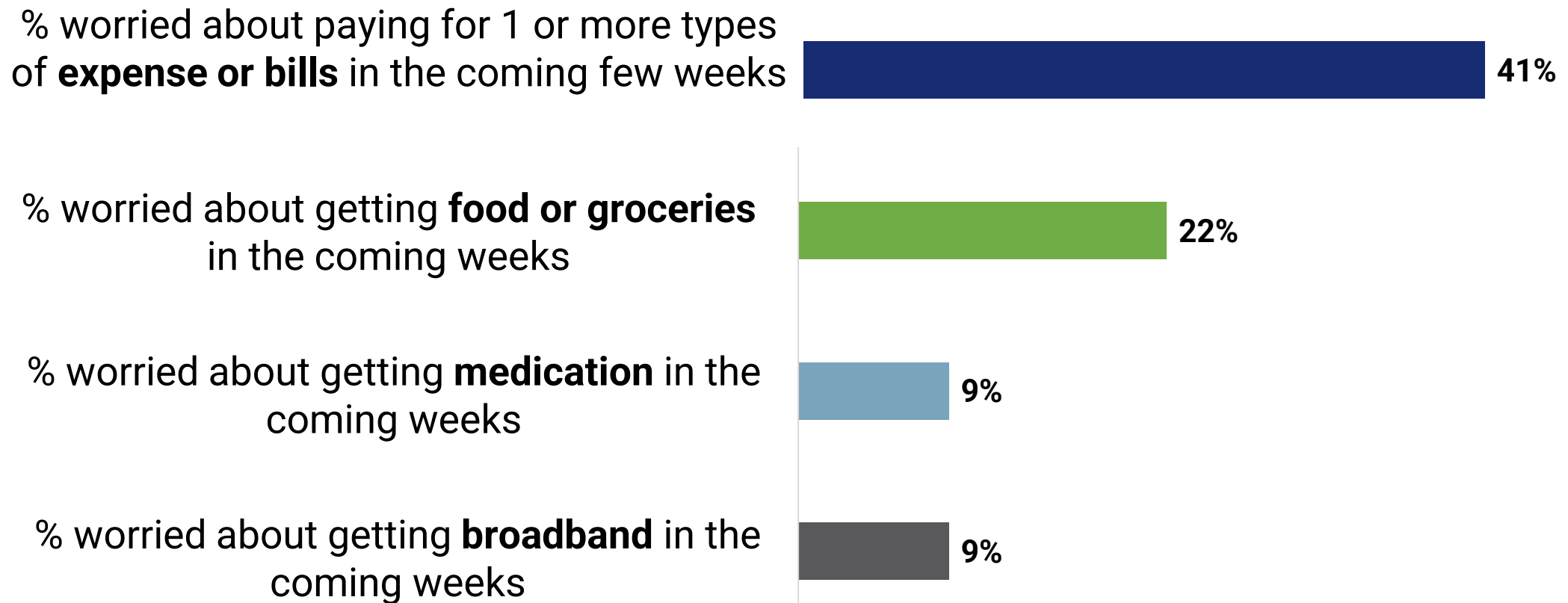
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.
- **In Greenfield, there were 246 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 Greenfield or have good representation from priority populations.

CCIS Data: Greenfield



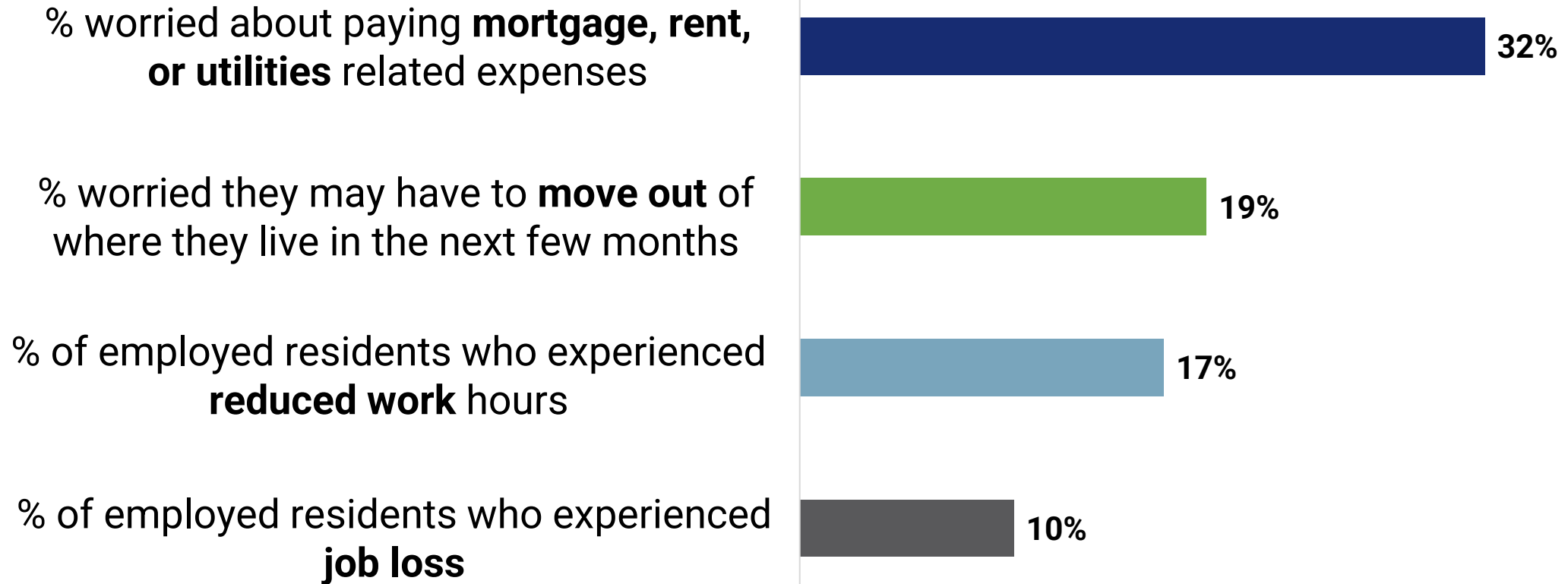
Worried about Basic Need Expenses (N=246)



CCIS Data: Greenfield



Impact on Income and Jobs (N=246)



CCIS Data: Greenfield



Impact on Health (N=246)

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



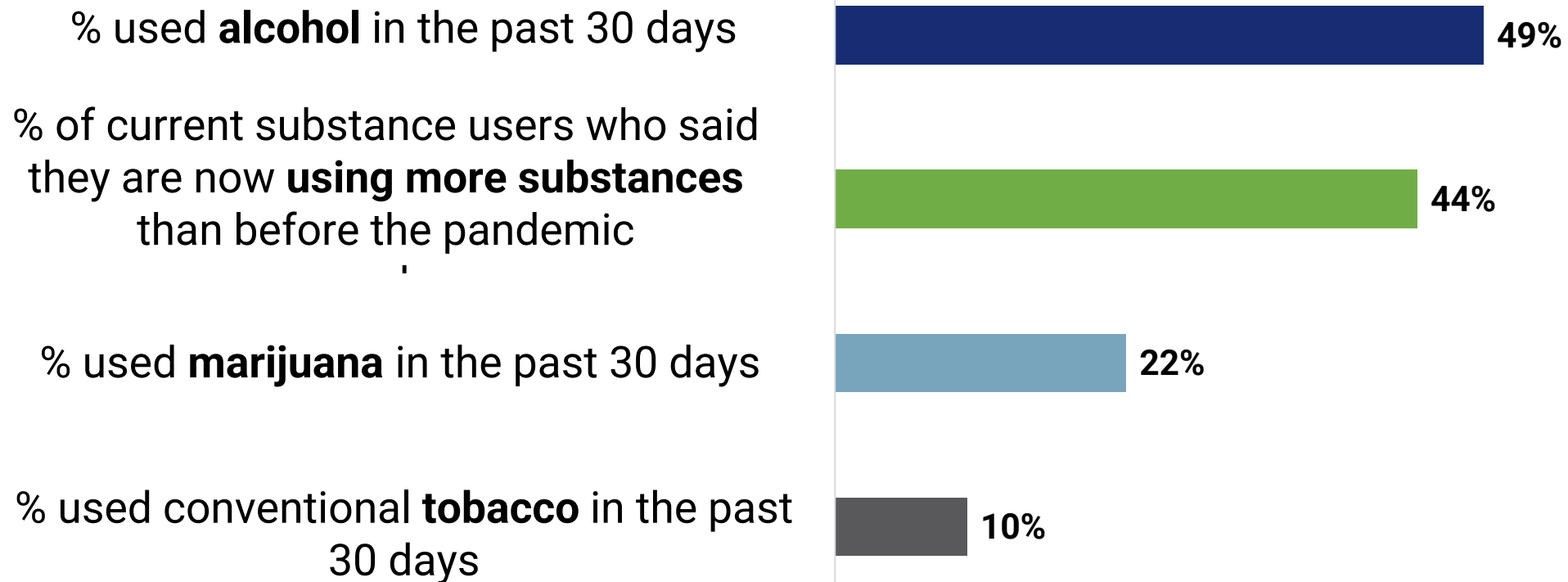
% who had not gotten the **medical care** that they needed since July of 2020



CCIS Data: Greenfield



Substance Use (N=246)



**Greenfield
Profile**

413 Cares 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](#)

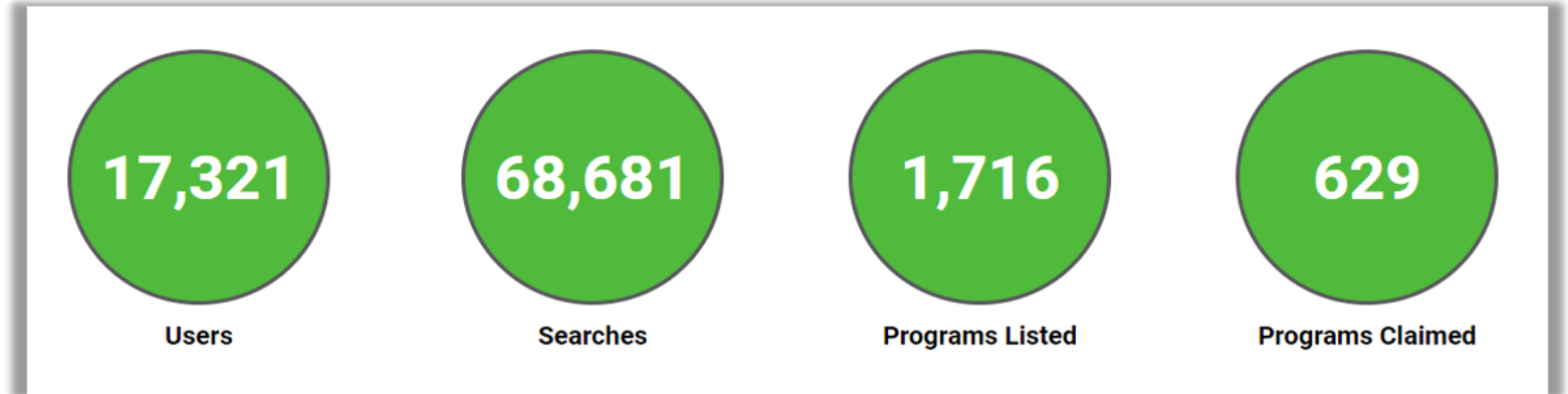


More partnerships are on the horizon!

413Cares Engagement



As of December 2022



413Cares Growth

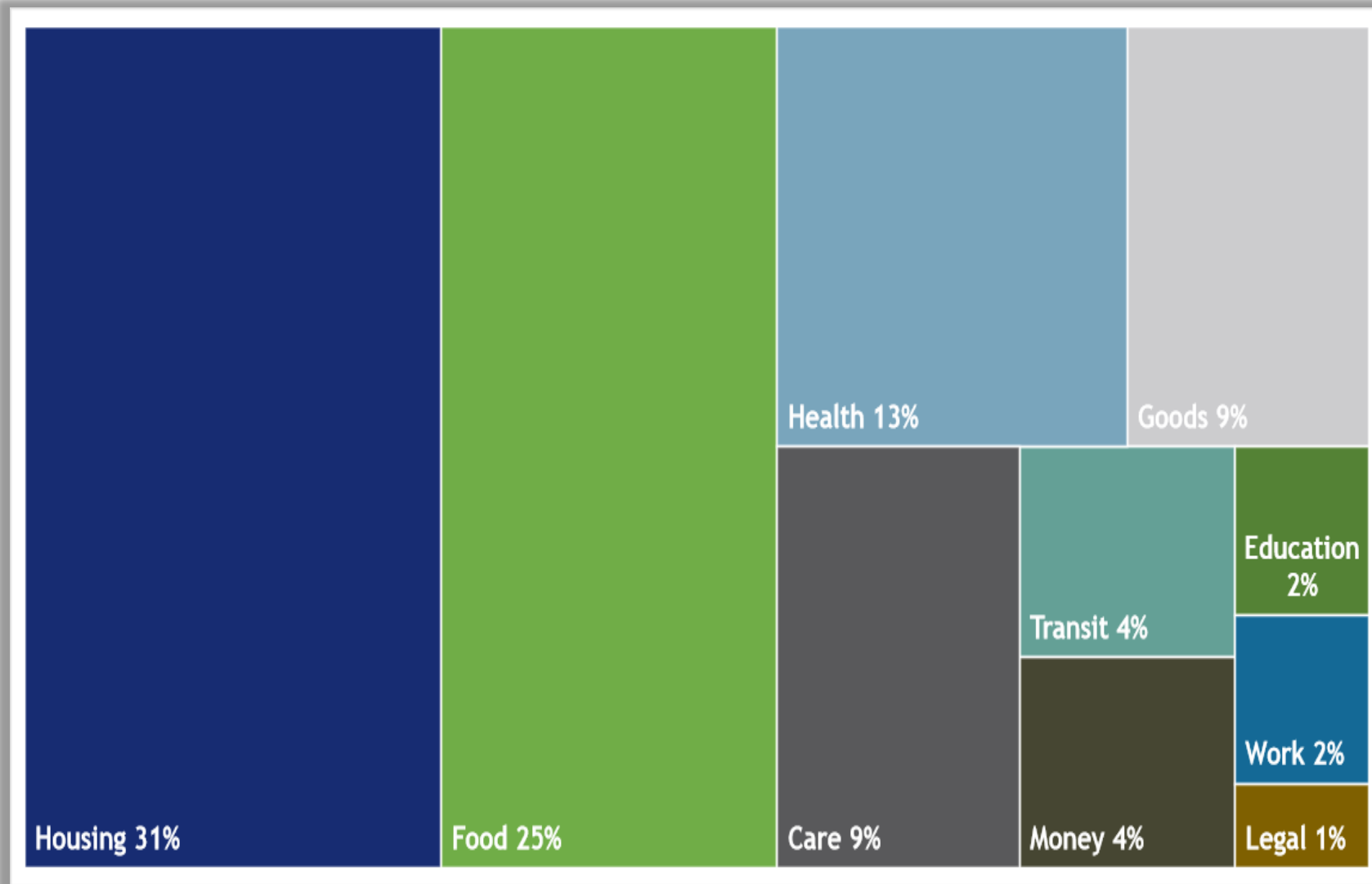


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

What are people searching for in Greenfield?



Search categories (all time) in Greenfield



Search terms (all time) in Greenfield

Term	Searches
housing	70
food	63
food delivery	36
food pantry	28
computer	18
domestic violence	17
help pay for housing	16
emergency food	15
transportation	14
computers	14
help find housing	14
housing -> limited mobility	12
salasin project	12
help pay for utilities	12
help pay for food	10

Greenfield Programs on 413Cares

- **470** programs serving Greenfield on 413Cares
- **206** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	13	29	6	4	54	29	74	39	15	18

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

413Cares Supporting Greenfield



- 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 promotional poster for 413Cares. It features a woman sitting at a desk using a computer. The text highlights that the service is free and provides access to various community resources. It includes icons for housing, food, education, behavioral health, and healthcare. At the bottom, it provides the website URL and a QR code for more information.

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 poster for 413Cares.org 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 central box titled "Resources Available" 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" arrow 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:

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Victoria Hill

vhill@publichealthwm.org



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?

