

# Community Needs and Resources

**HOLYOKE**

**January 2023**



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



**413CARES**  
Connecting People With Resources

# Holyoke Profile

# Census Data



# Census Data: Age



Total Population: 40,241

## Median Age Holyoke

The median age of  
Our Community is

**35.0**  
years-old

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

Median age of the population versus U.S. for the 1-  
ZCTA area (ACS 2015-2019).

Source: Broadstreet, ACS 2015-2019

## Number of Children Under 5 Years

Holyoke

**2,538**

**6.3% of our Community** are  
children under 5 yrs old

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

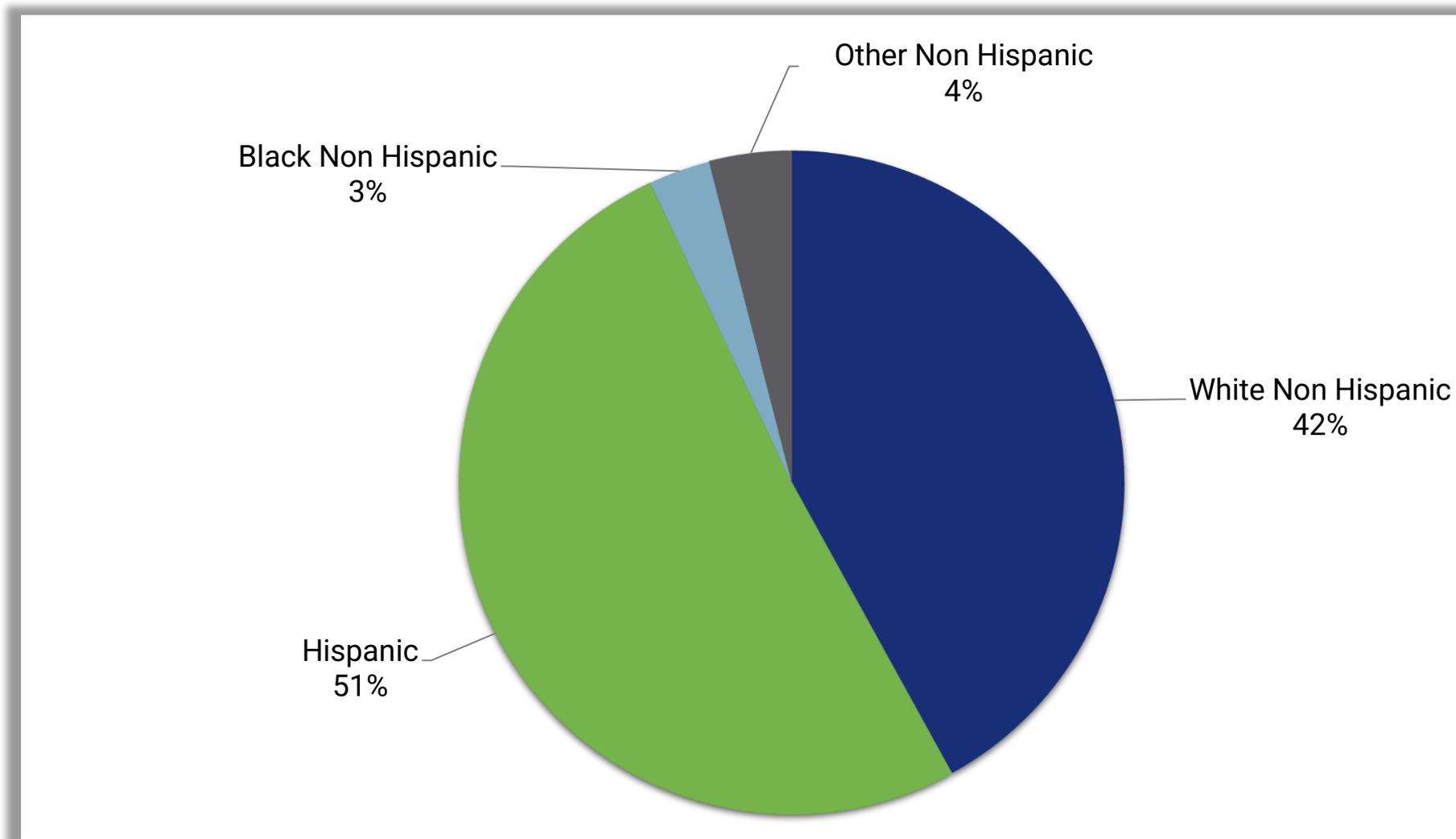
## Number of Seniors in Our Community

Holyoke

**6,054**

**15.1% of our Community**  
are senior 65+ yrs old

# Census Data: Race & Ethnicity in Holyoke

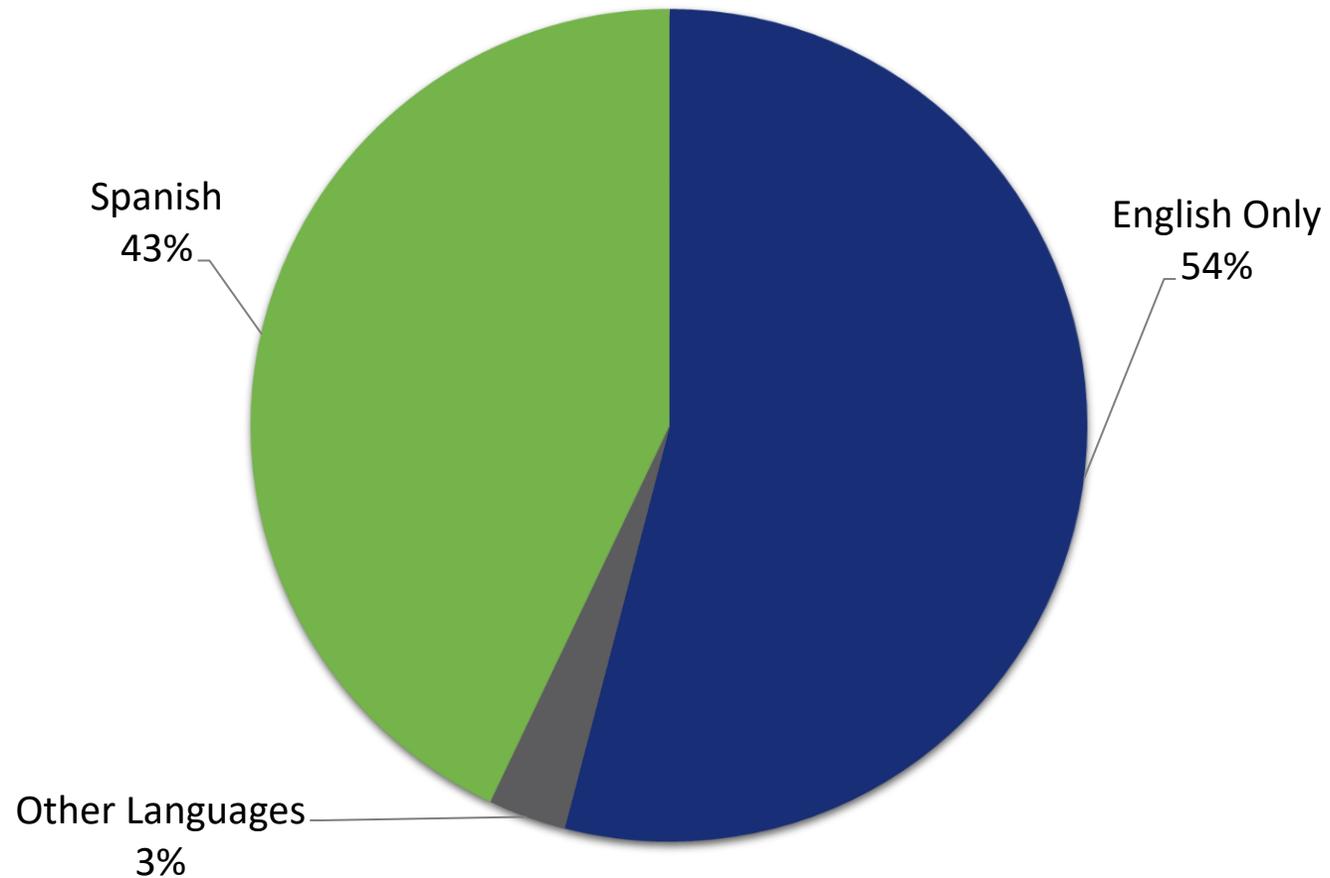


Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

# Census Data: Language



## Languages Spoken at Home in Holyoke



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

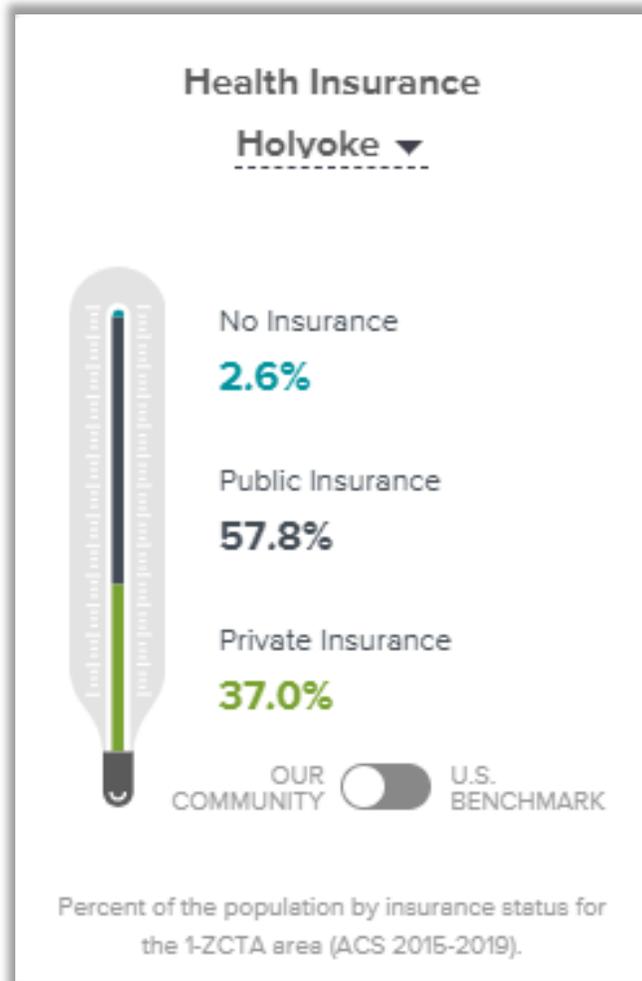
# Census Data: Income



→ 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



# Holyoke Profile

# COVID-19 Data



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# COVID Data: Holyoke

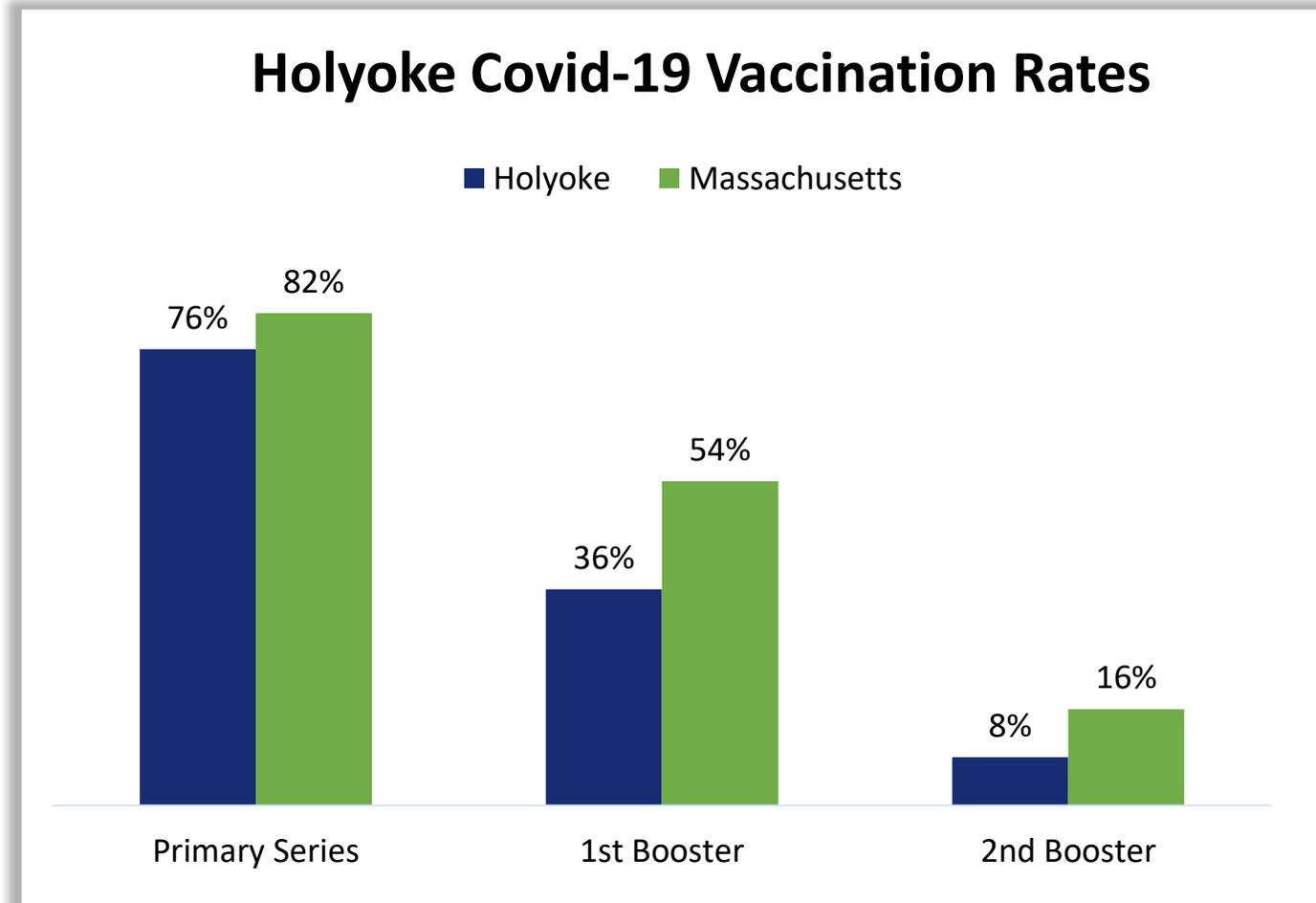


Total Population: **38,238**

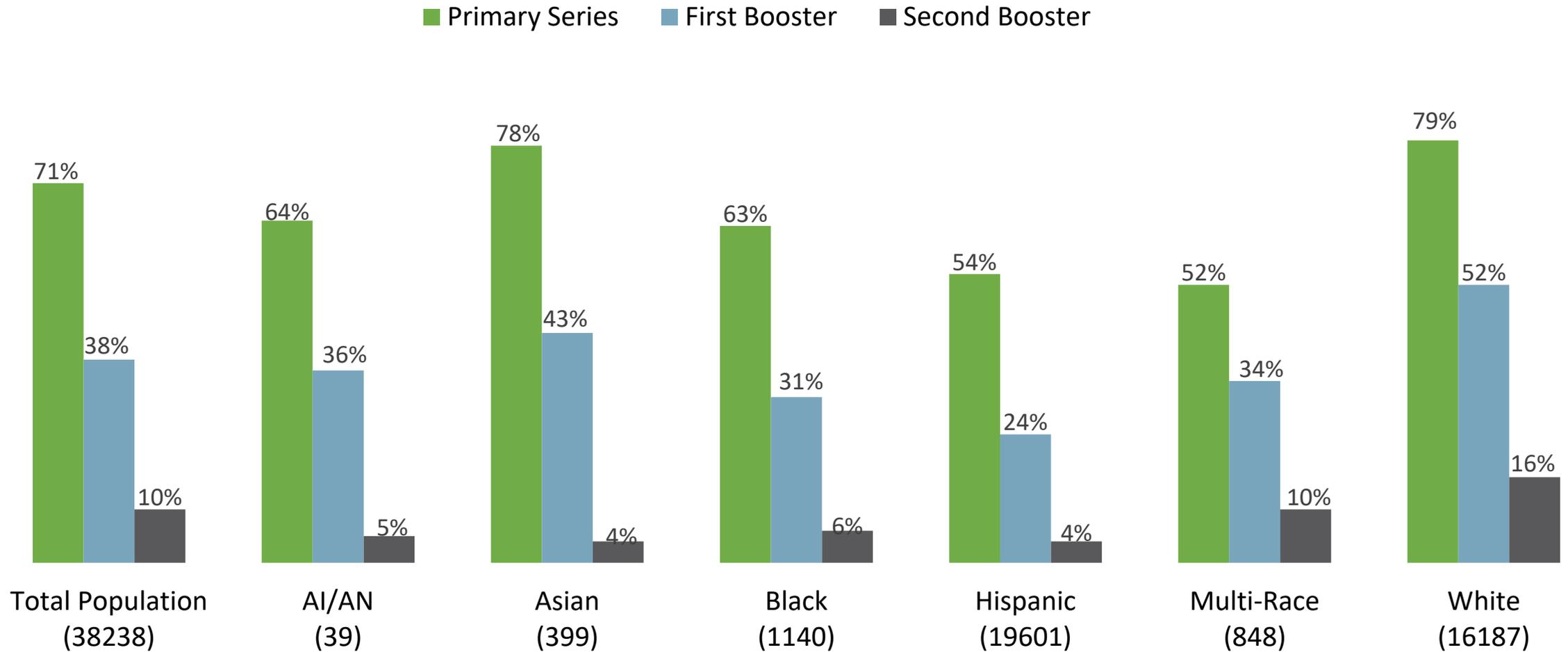
Total COVID Cases: **15,406**

Total COVID Deaths: **260\***

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



# Vaccination Rates by Race/Ethnicity in Holyoke

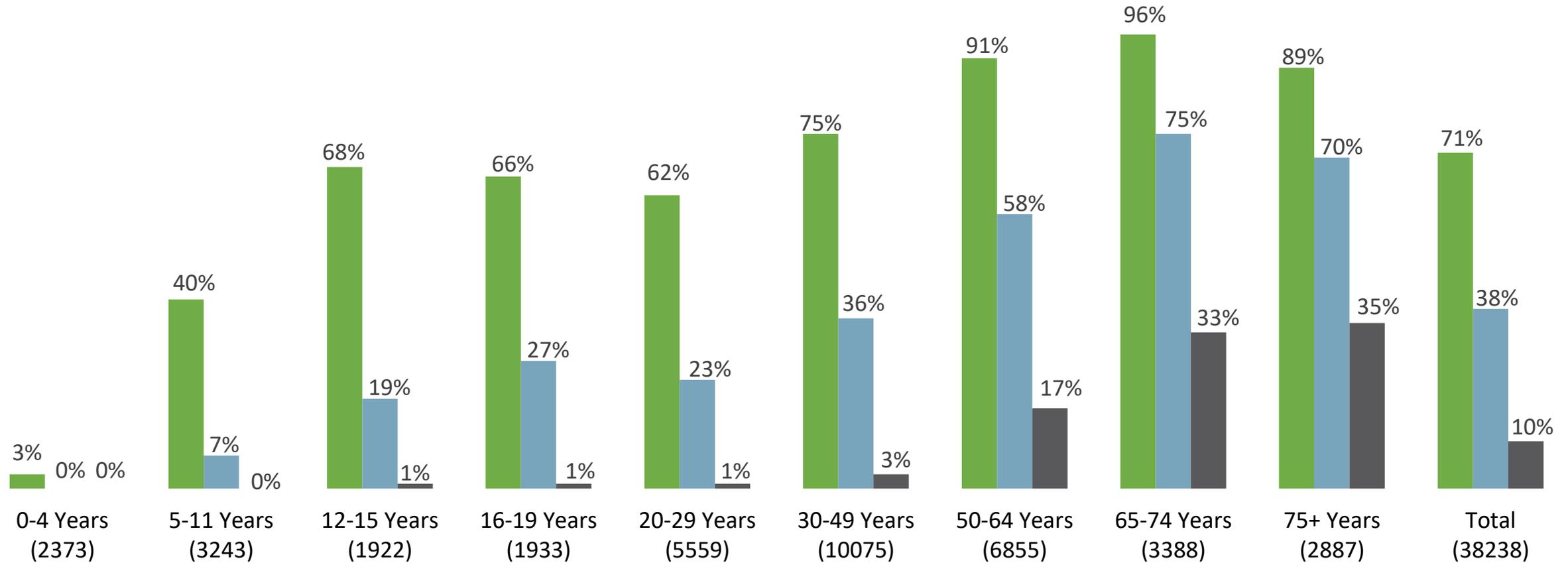


Source: MA Department of Public Health [Covid-19 Response Reporting](#), October 2022

# Vaccination Rates By Age in Holyoke



■ Primary Series   ■ First Booster   ■ Second Booster



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

# 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

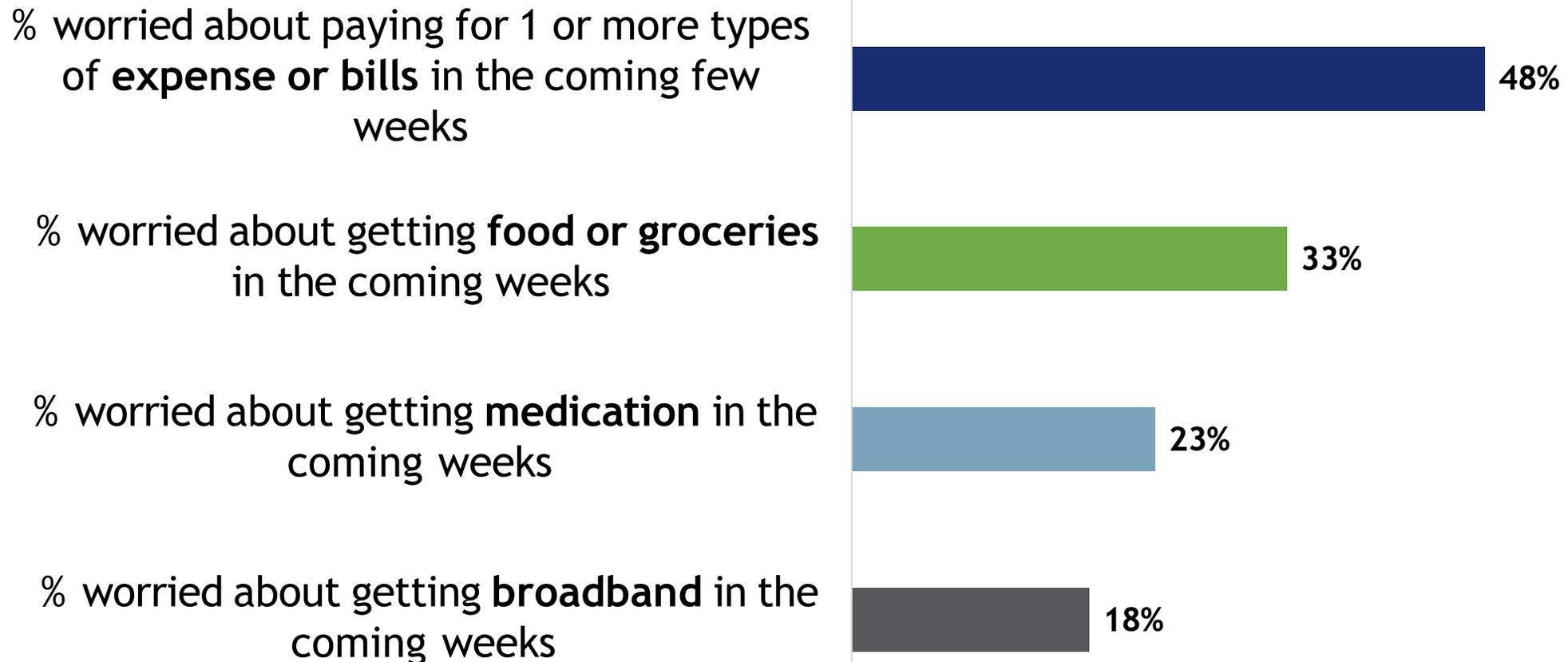
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.
- **In Holyoke, there were 329 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 Holyoke or have good representation from priority populations.*

# CCIS Data: Holyoke



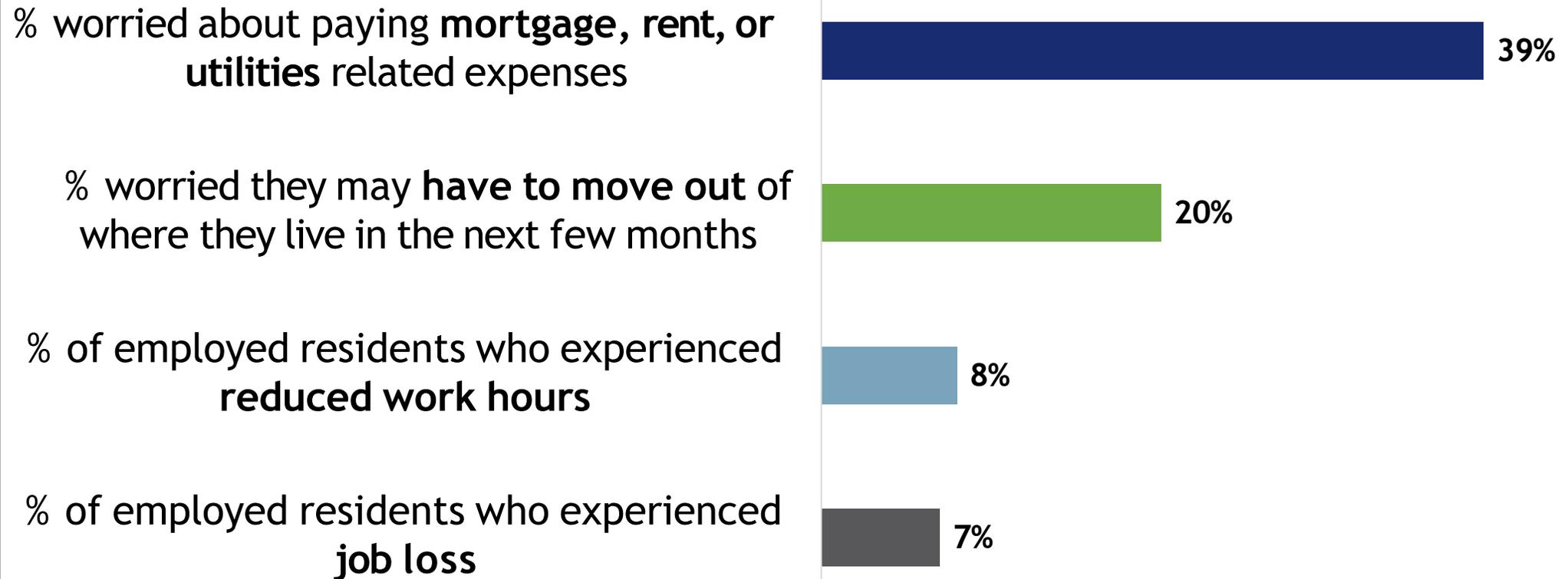
## Worried about Basic Need Expenses (N=329)



# CCIS Data: Holyoke



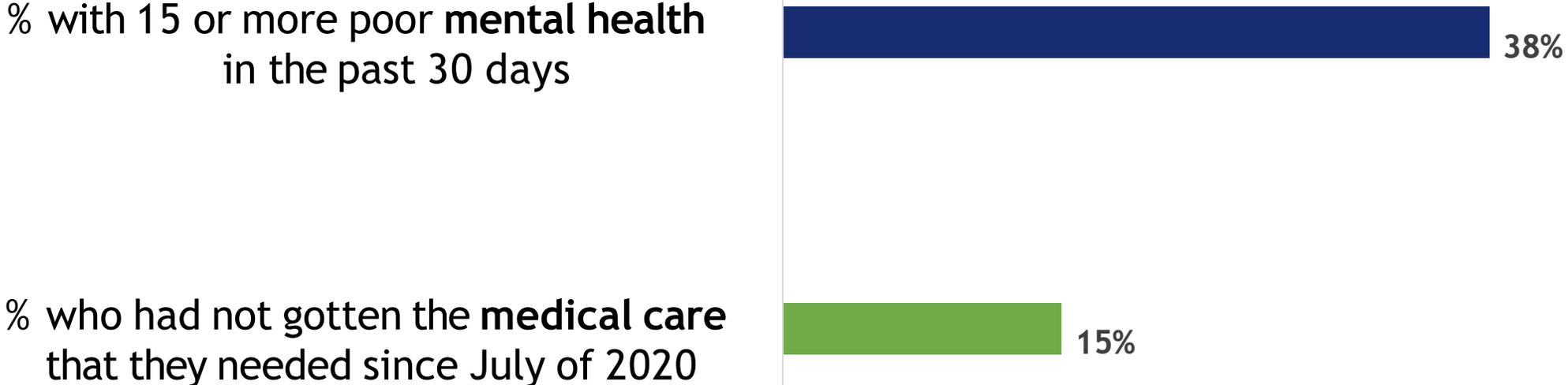
## Impact on Income and Jobs (N=329)



# CCIS Data: Holyoke



## Impact on Health (N=329)

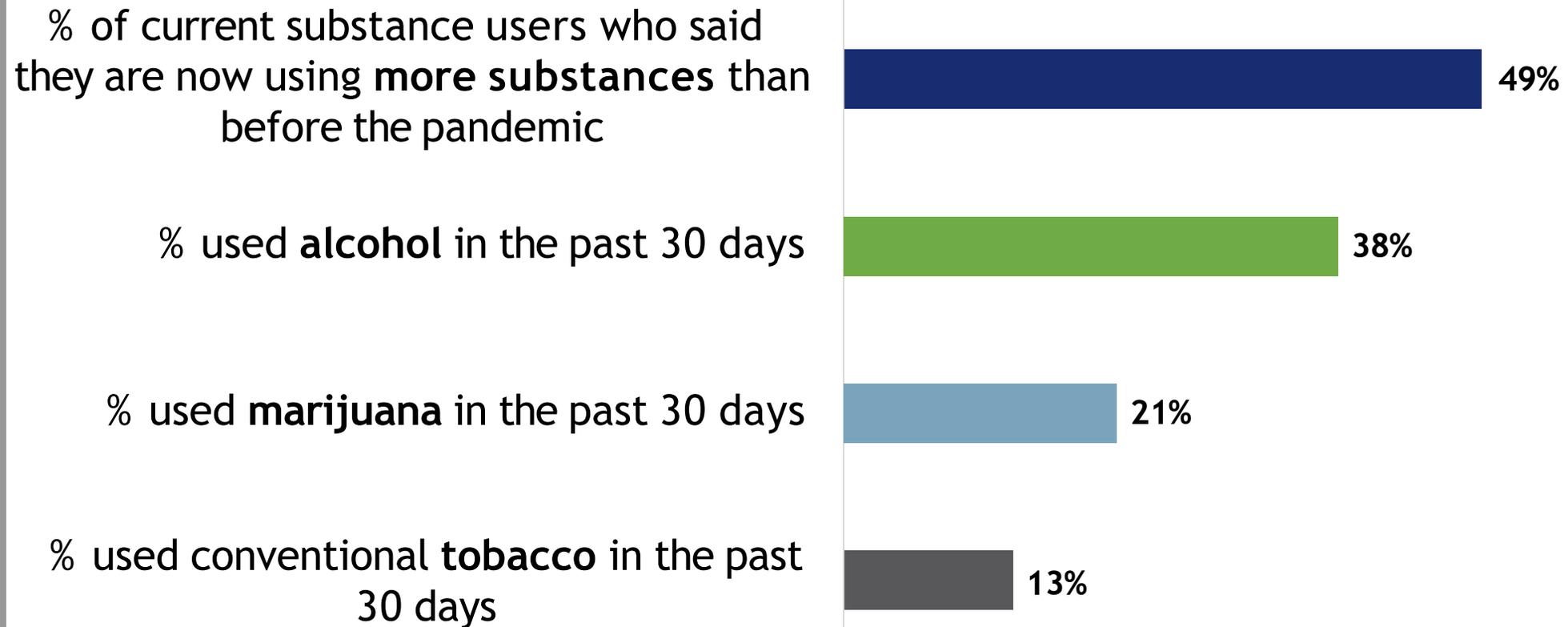




# CCIS Data: Holyoke



## Substance Use (N=329)



Holyoke  
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



**Users**



**Searches**



**Programs Listed**



**Programs Claimed**

# 413Cares Growth

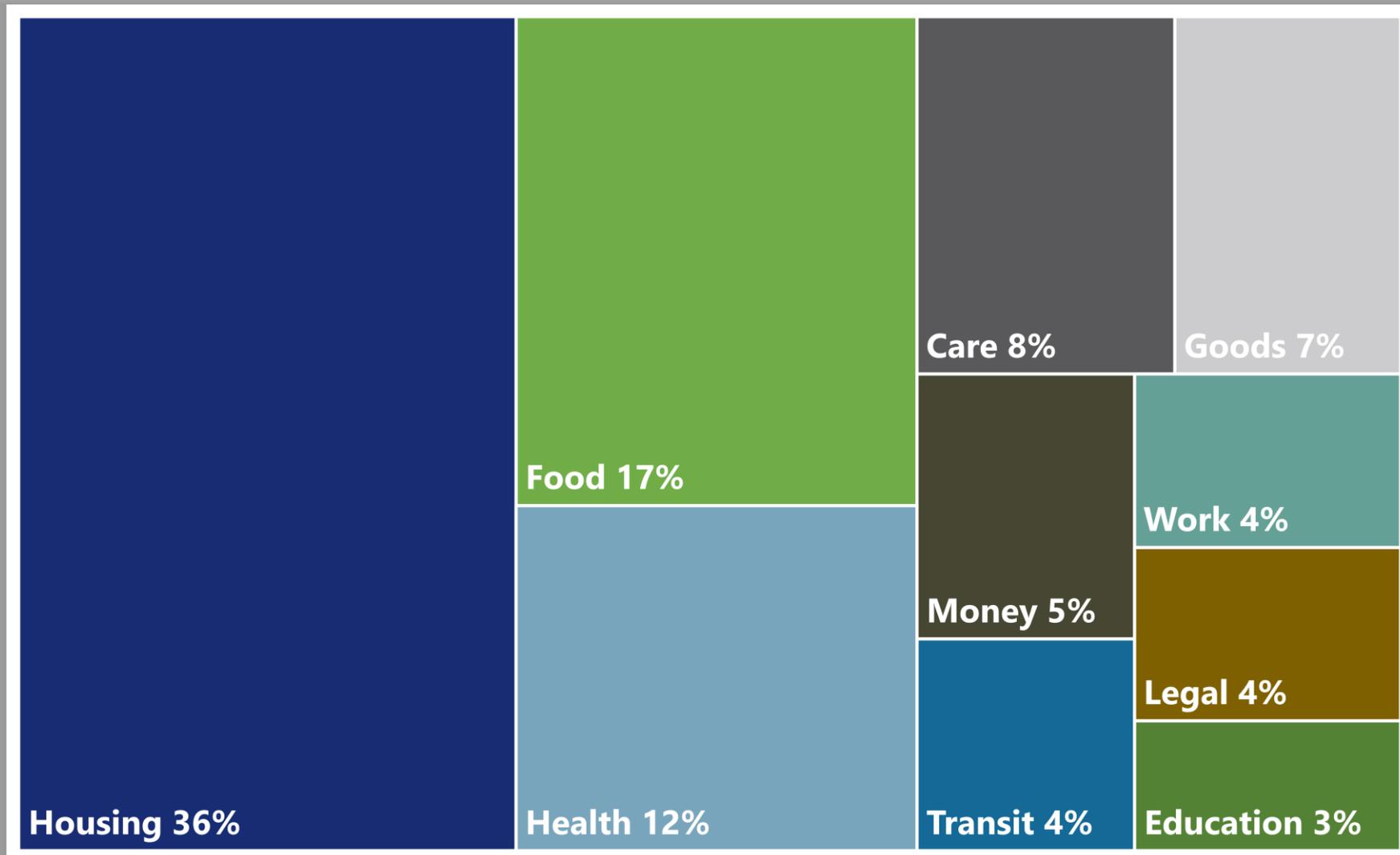


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

# What are people searching for in Holyoke?



Search categories (all time) in Holyoke



Search terms (all time) in Holyoke

Term	Searches
food	281
housing	258
shelter	130
help find housing	112
food pantry	92
help pay for housing	83
shelters	64
temporary shelter	62
transportation	55
emergency food	54
clothing	50
masshire	42
help pay for utilities	42
furniture	41
rent	39



# Holyoke Programs on 413Cares

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- **600** programs serving Holyoke on 413Cares
- **237** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
<b># of Local Programs</b>	22	55	13	14	155	57	181	101	40	28

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

# 413Cares Supporting Holyoke



- 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 flyer features an illustration of a woman sitting at a desk using a computer. It includes icons for various services 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](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 graphic is a vertical promotional card for 413Cares.org. At the top, it 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 this is a "GO TO 413Cares.org" button and the text "Critical information, resources and referrals". A section 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!". 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 and text "413Cares is an online resource managed by the Public Health Institute of Western Massachusetts".

# 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 Holyoke Community Health Needs Assessment

<https://dashboards.mysidewalk.com/community-health-needs-assessment-5367ef8d9744>



# 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?**

