

# Community Needs and Resources

**PALMER**

**January 2023**



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



**413CARES**  
Connecting People With Resources

# Palmer Profile

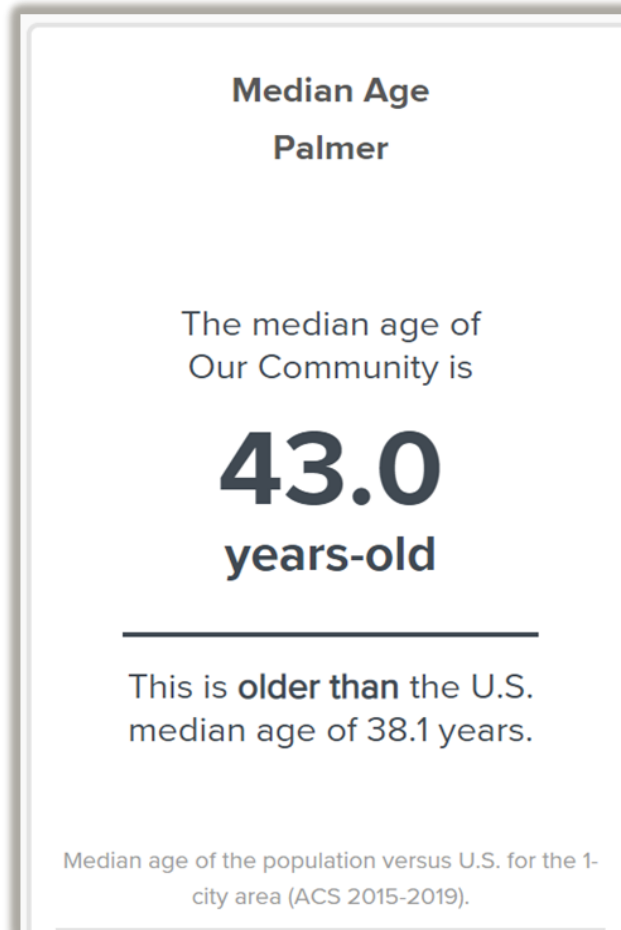
# Census Data



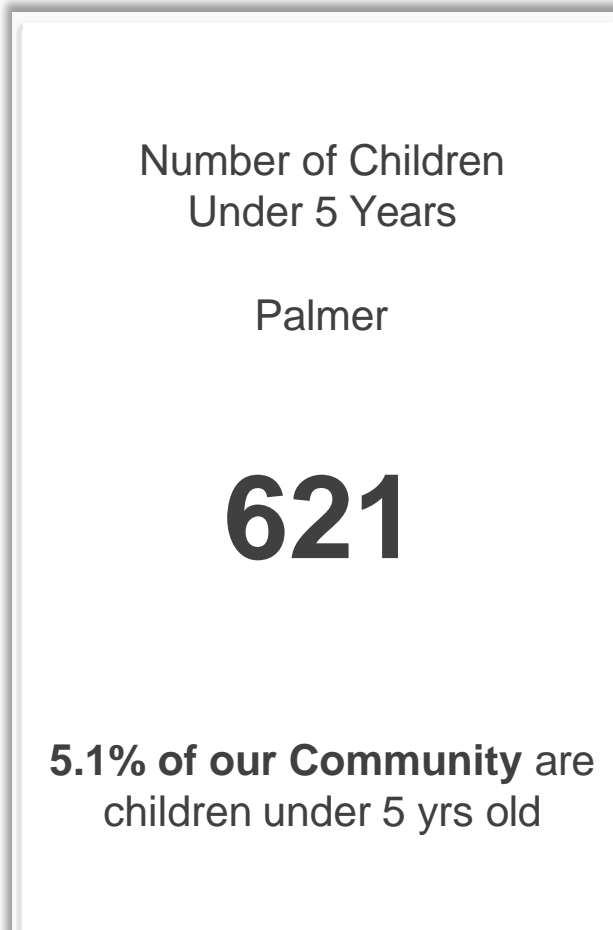
# Census Data: Age



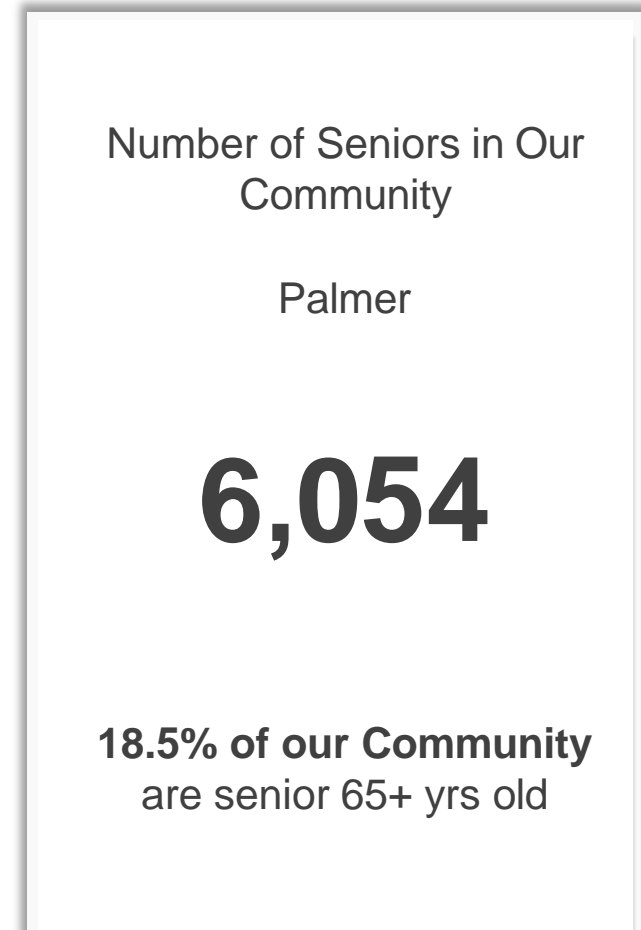
Total Population: 12,237



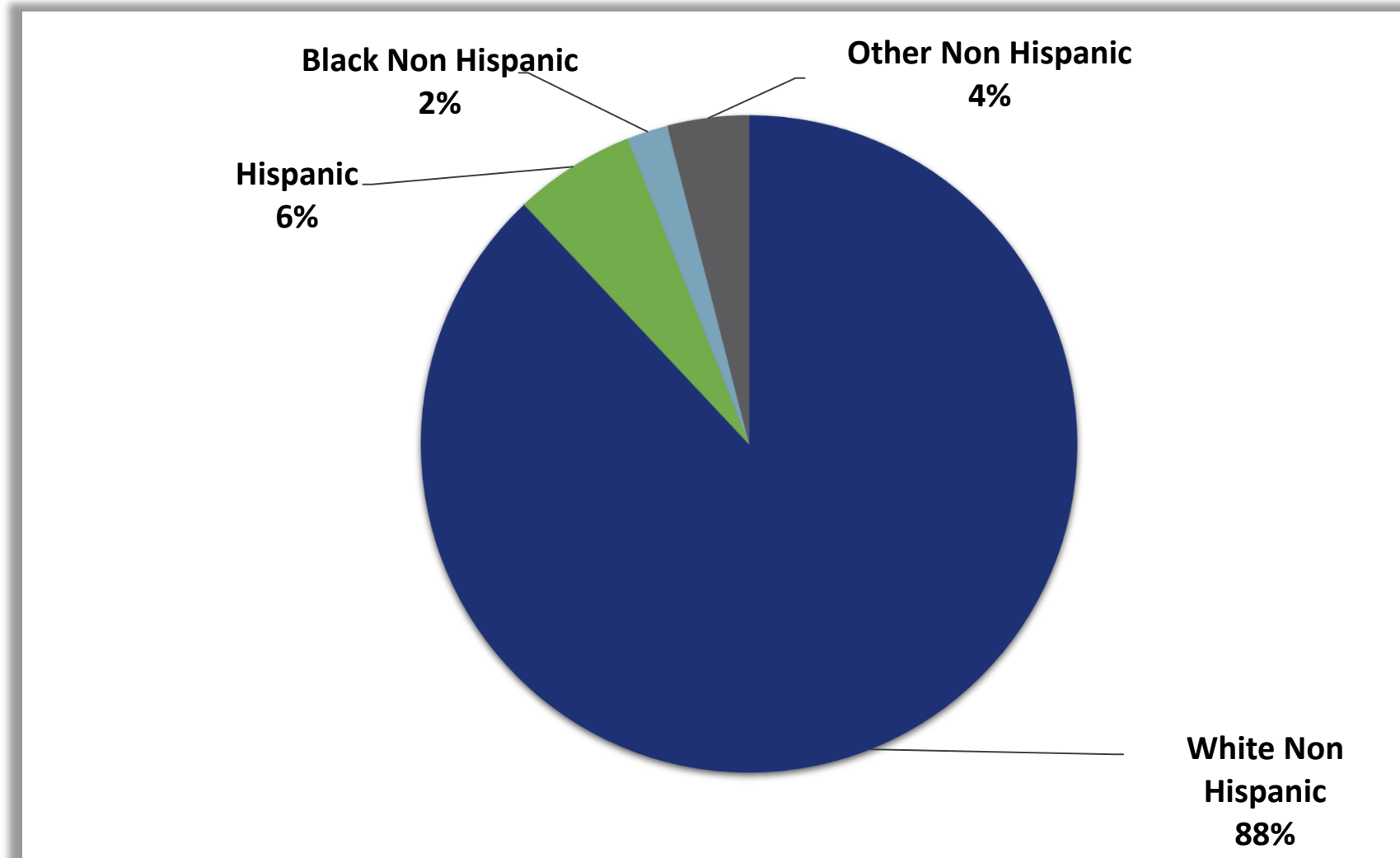
Source: Broadstreet, ACS 2015-2019



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



# Census Data: Race & Ethnicity in Palmer

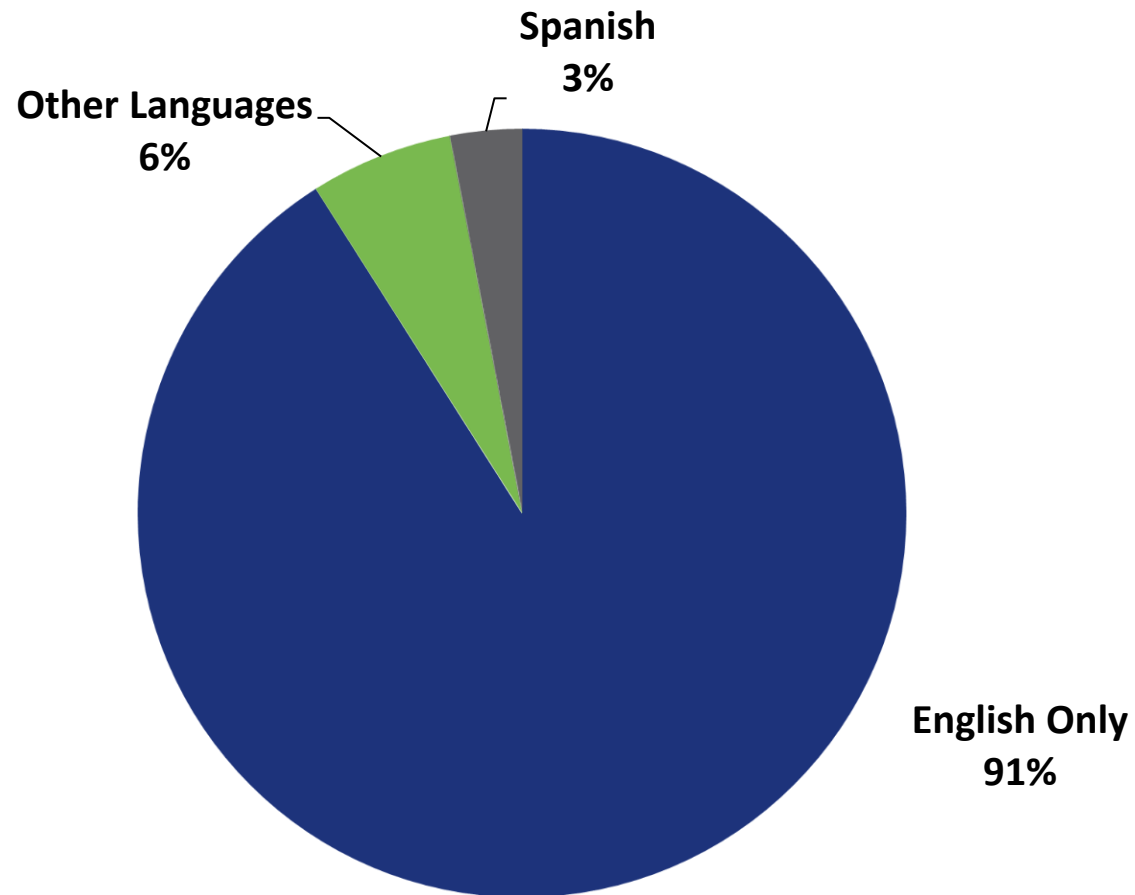


Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

# Census Data: Language

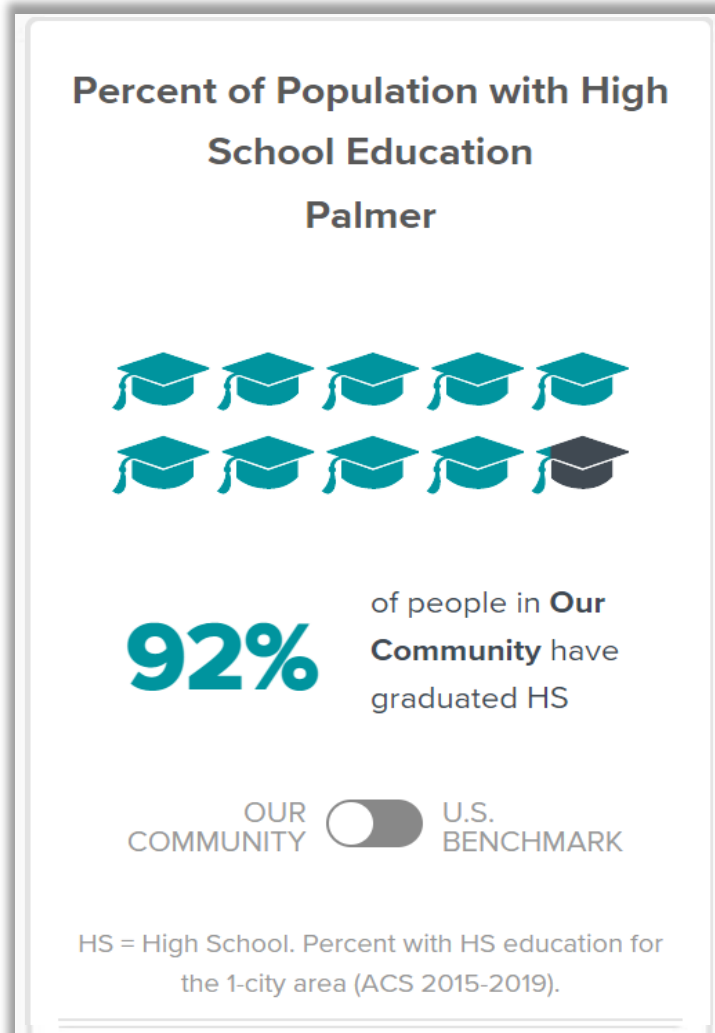


## Languages Spoken at Home in Palmer



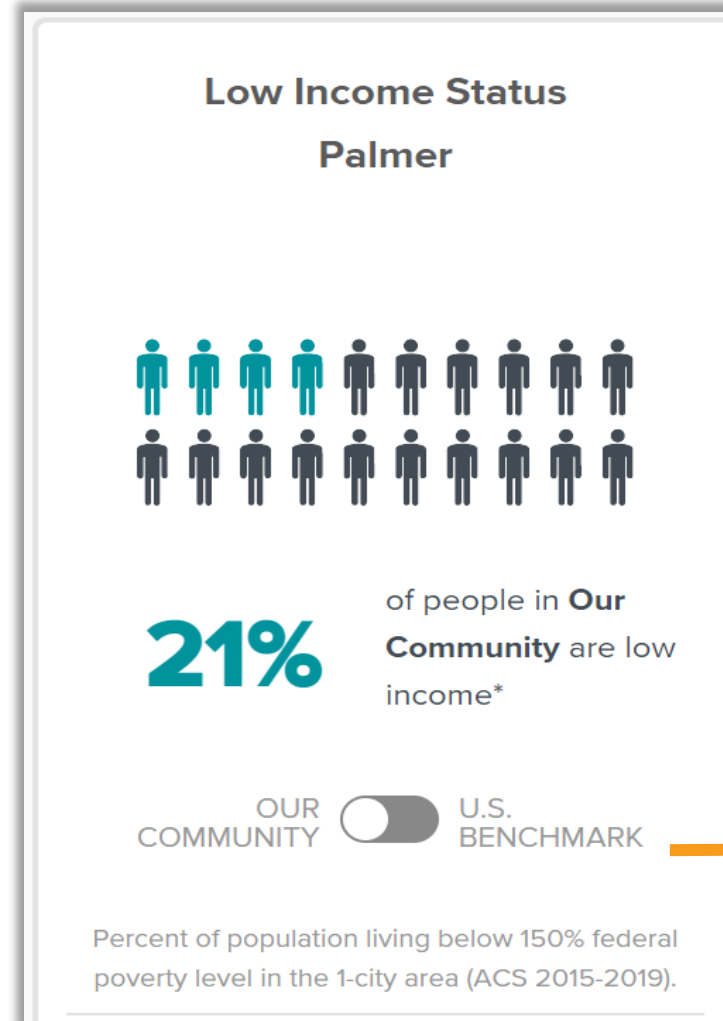
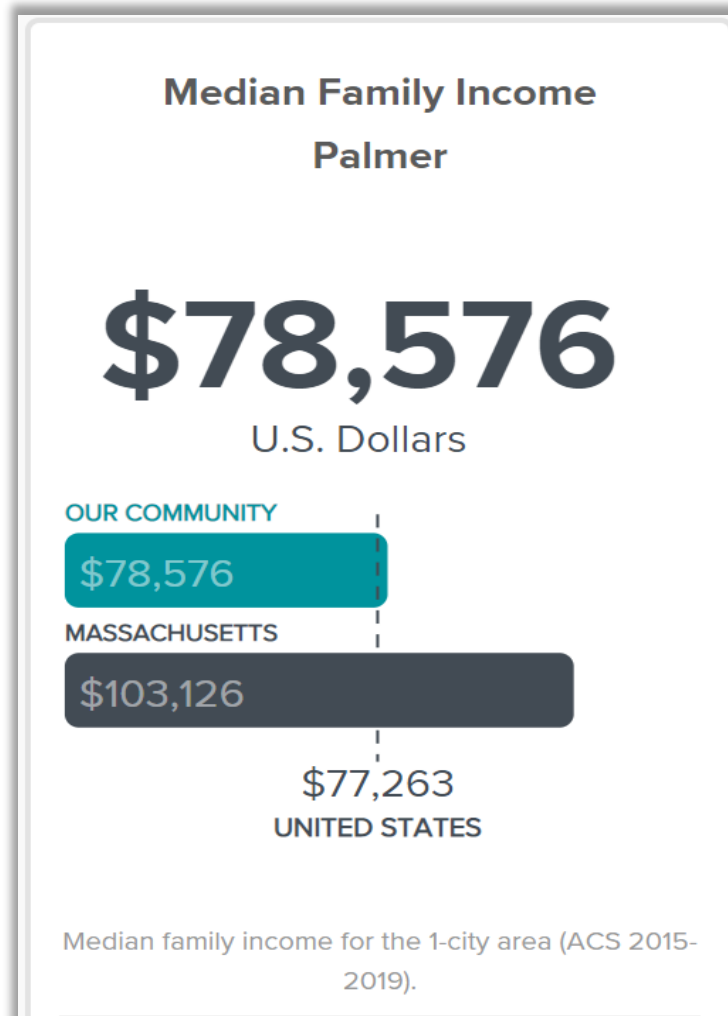
Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

# Census Data: Education



compared to **88%** of US population

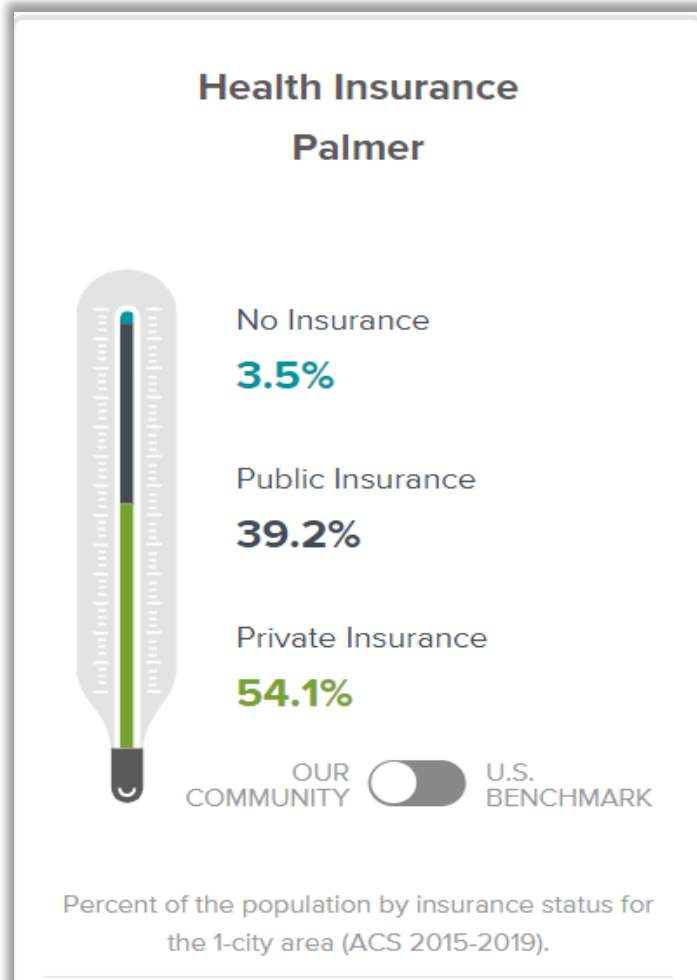
# Census Data: Income



*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



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# COVID-19 Data



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# COVID Data: Palmer

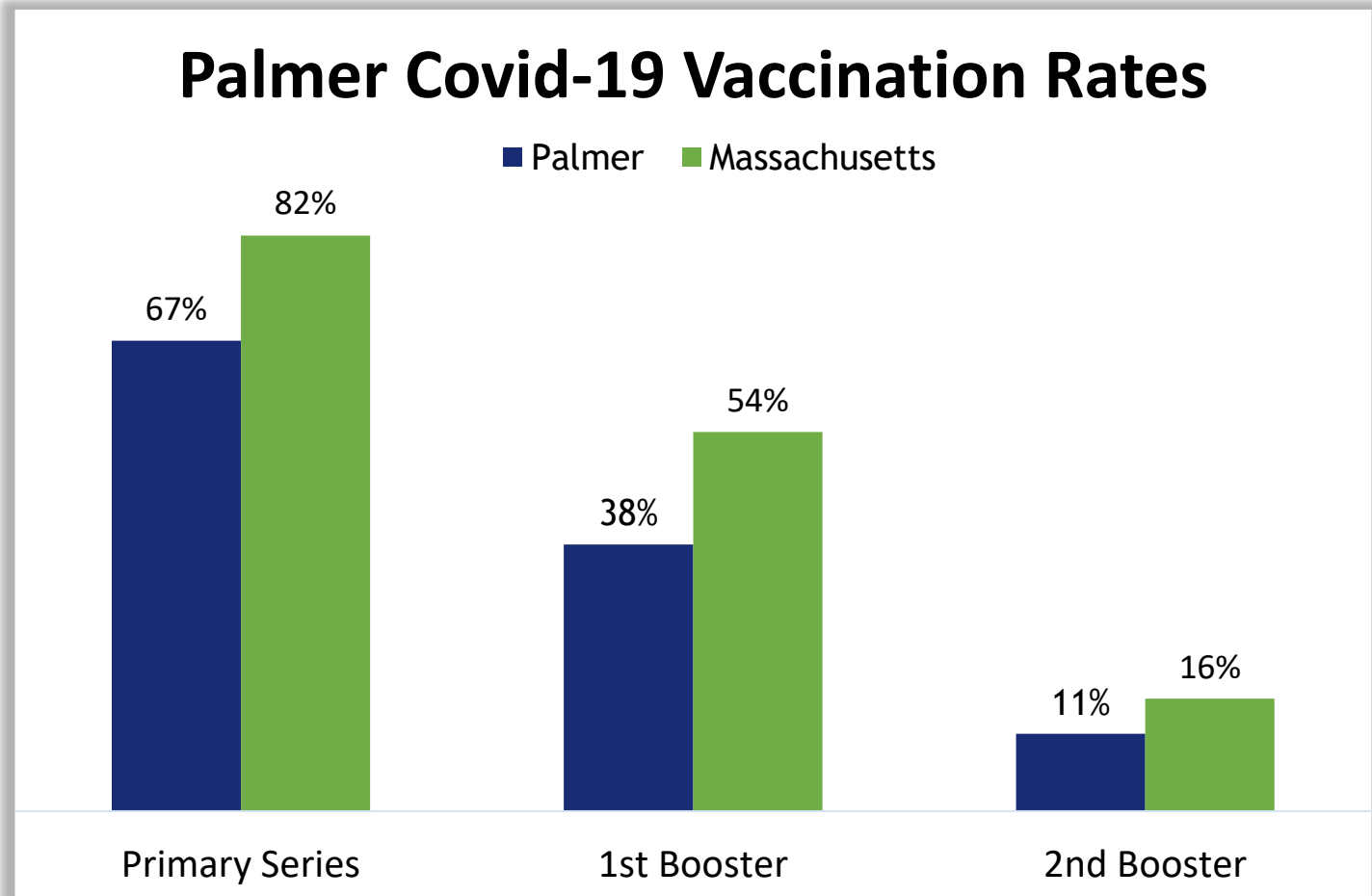


Total Population: **12,448**

Total COVID Cases: **3,510**

Total COVID Deaths: **23\***

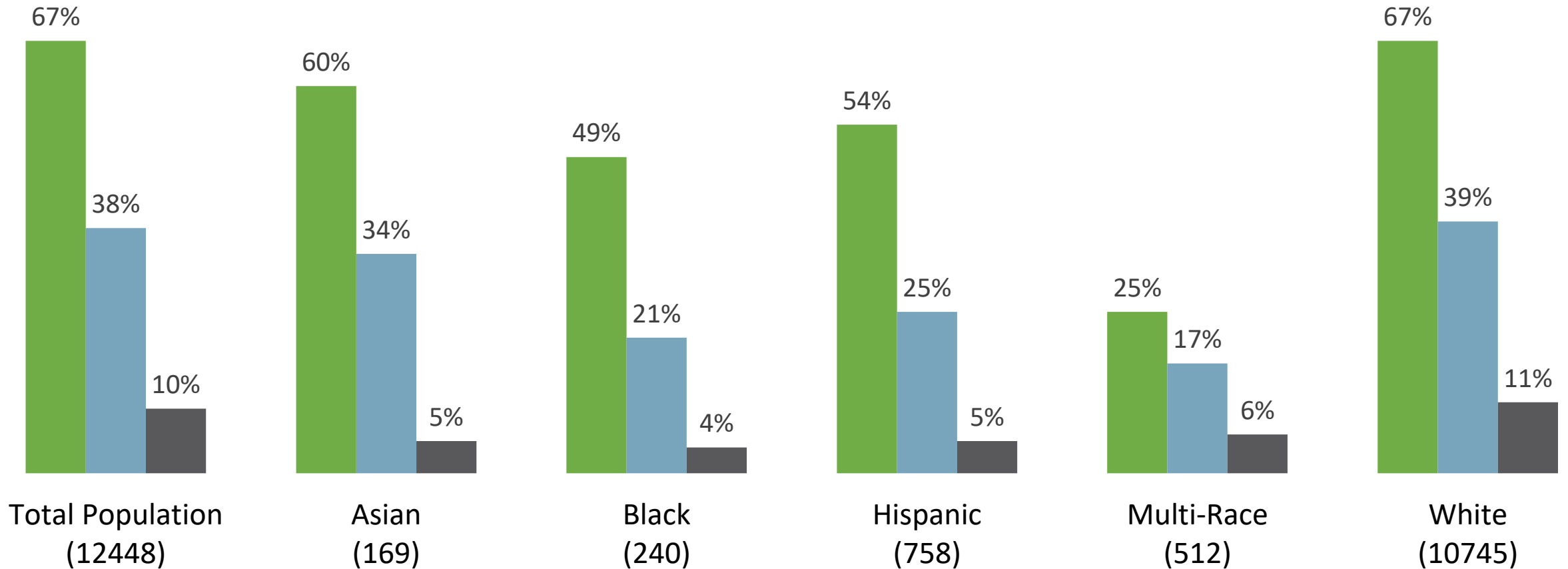
*\*death total from 2020 & 2021 only.*



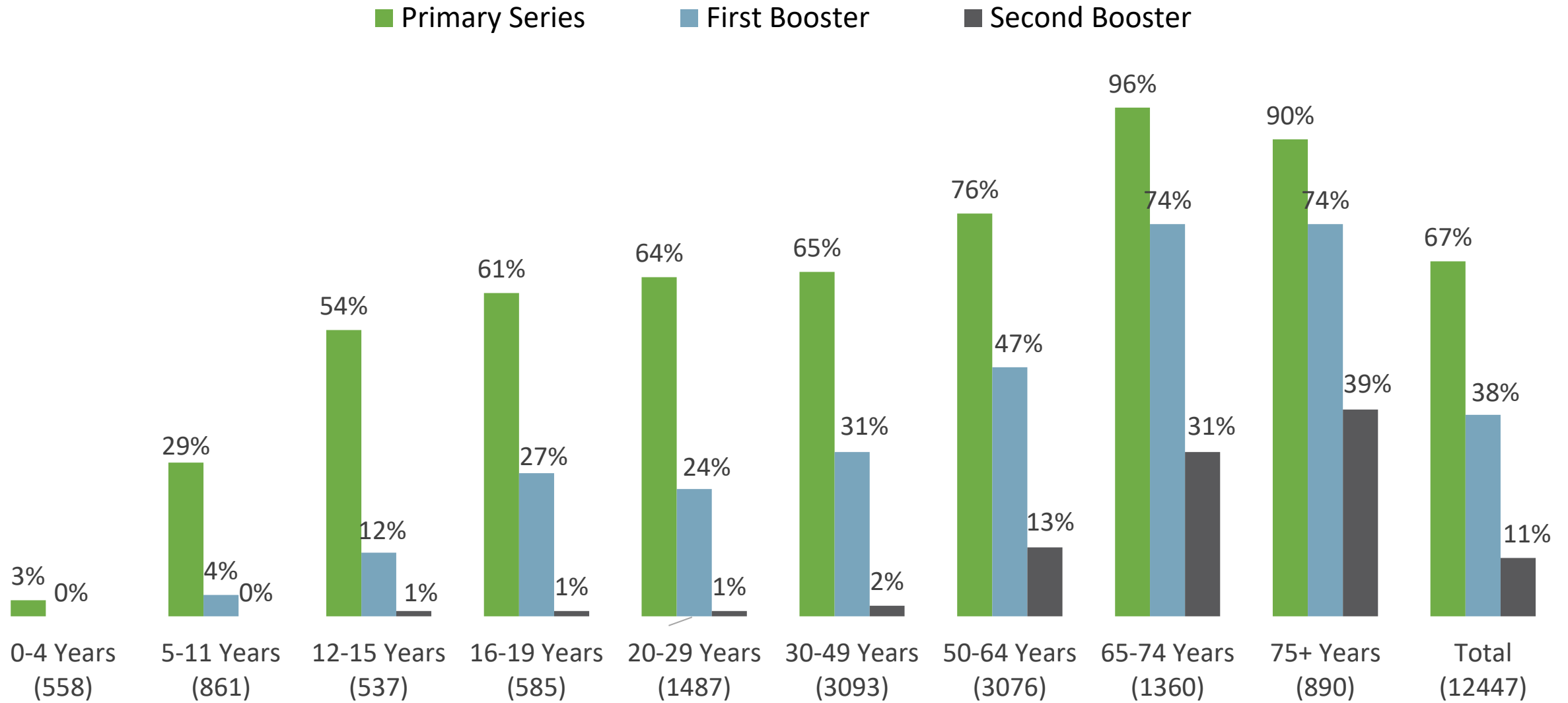
# Vaccination Rates by Race/Ethnicity in Palmer



■ Primary Series    ■ First Booster    ■ Second Booster



# Vaccination Rates By Age in Palmer



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

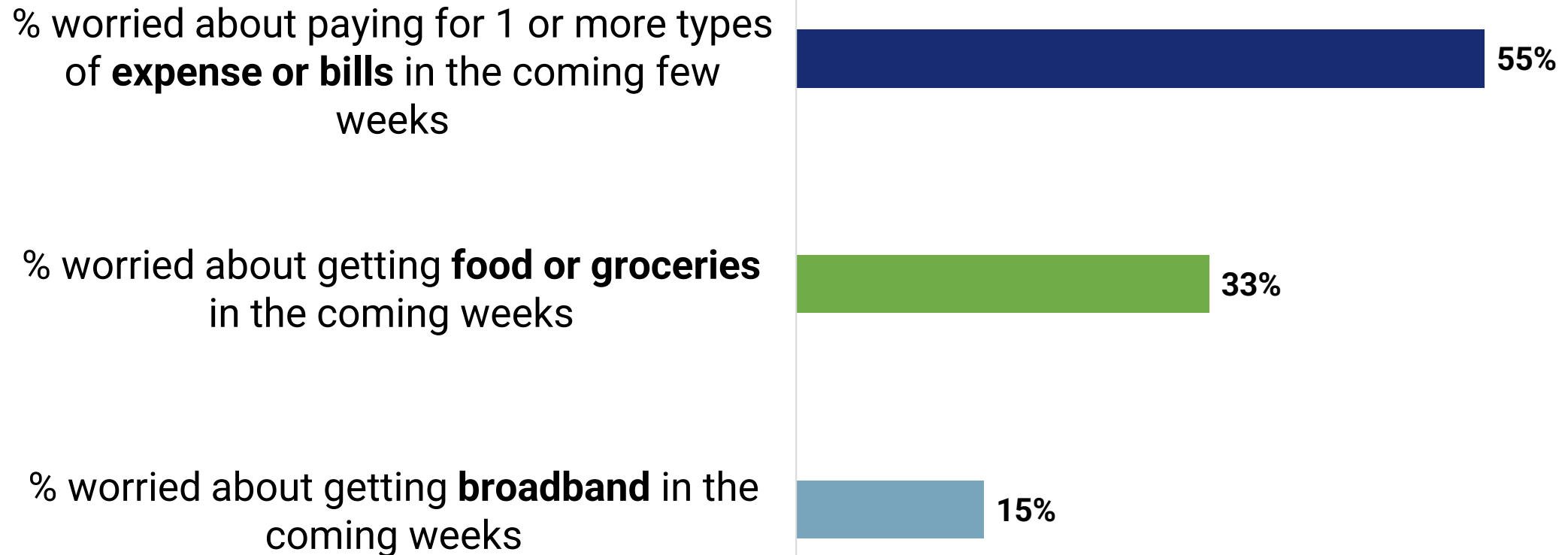
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.
- **In Palmer, there were 45 respondents.**

*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 Palmer or have good representation from priority populations.*

# CCIS Data: Palmer



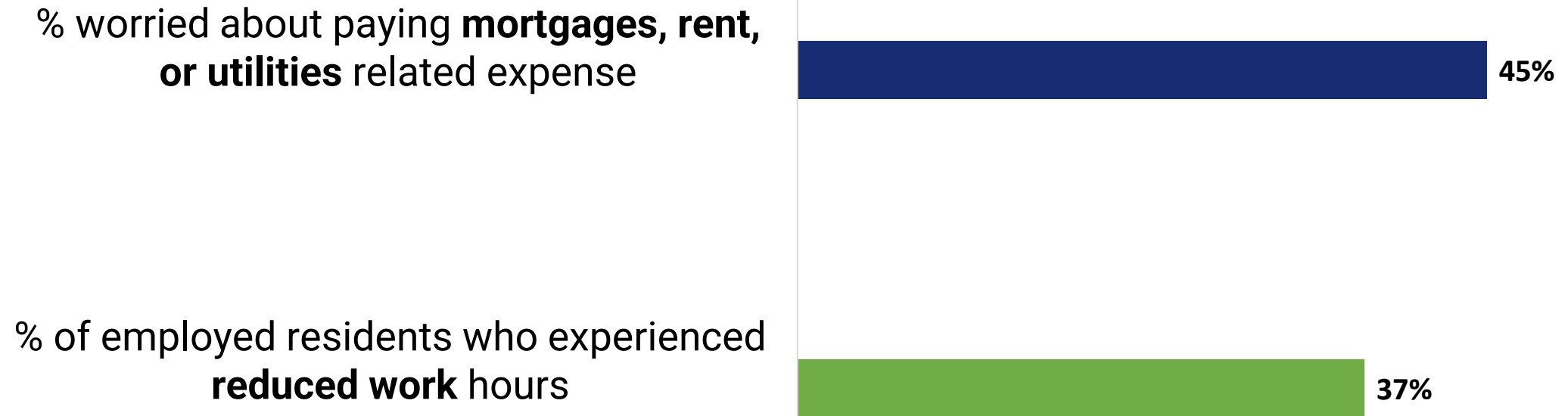
## Worried about Basic Need Expenses (N=45)



# CCIS Data: Palmer



## Impact on Income and Jobs (N=45)



# CCIS Data: Palmer



## Impact on Health (45)

% 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

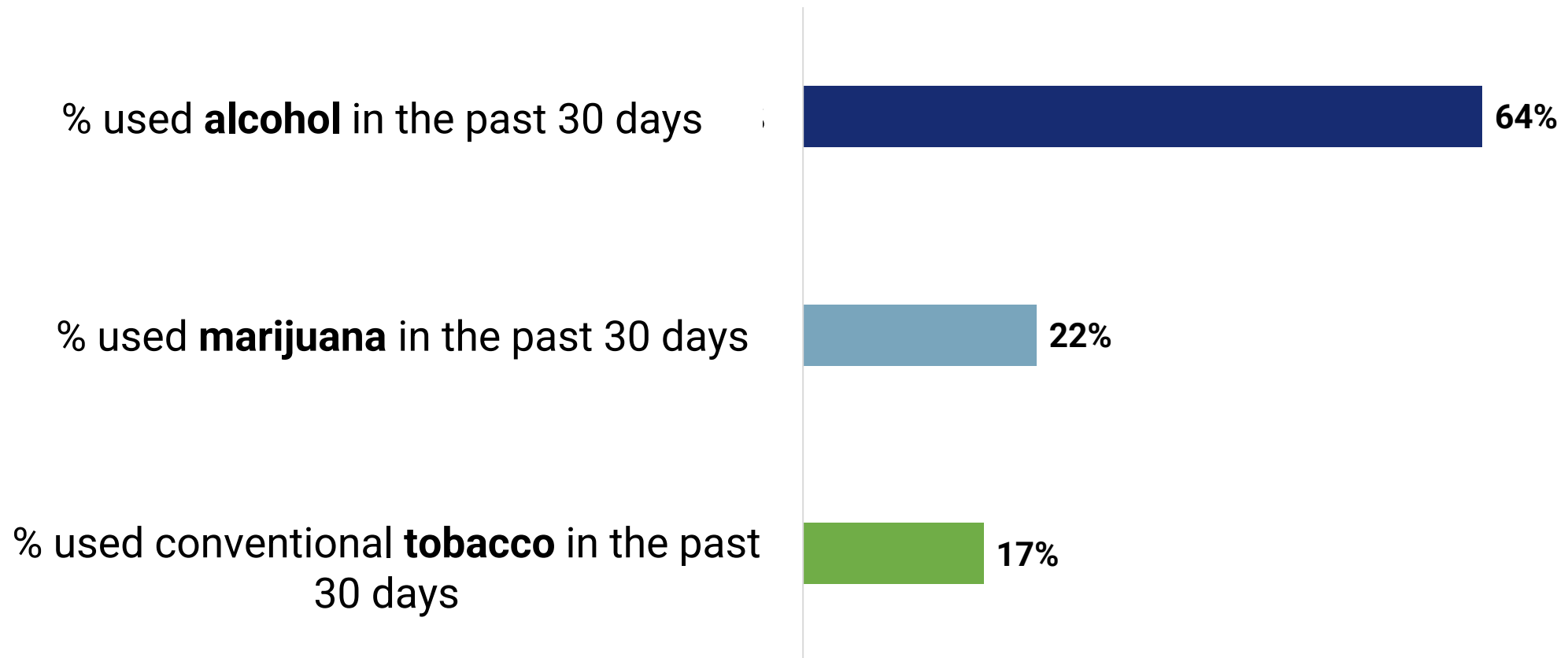




# CCIS Data: Palmer



## Substance Use (N=45)



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# 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 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](#)



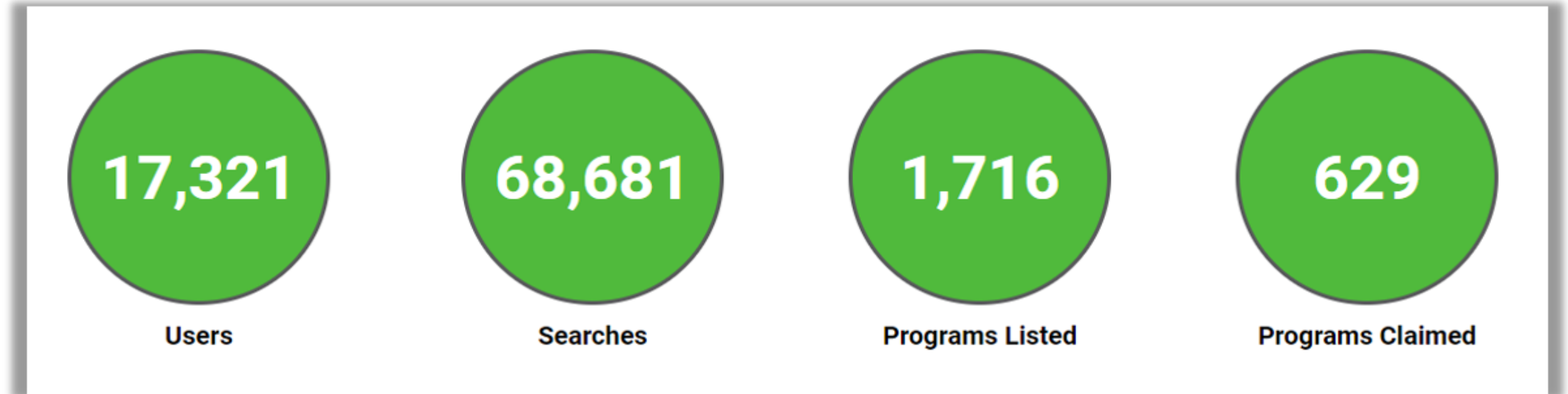
More partnerships are on the horizon!

# 413Cares Engagement

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As of December 2022



# 413Cares Growth

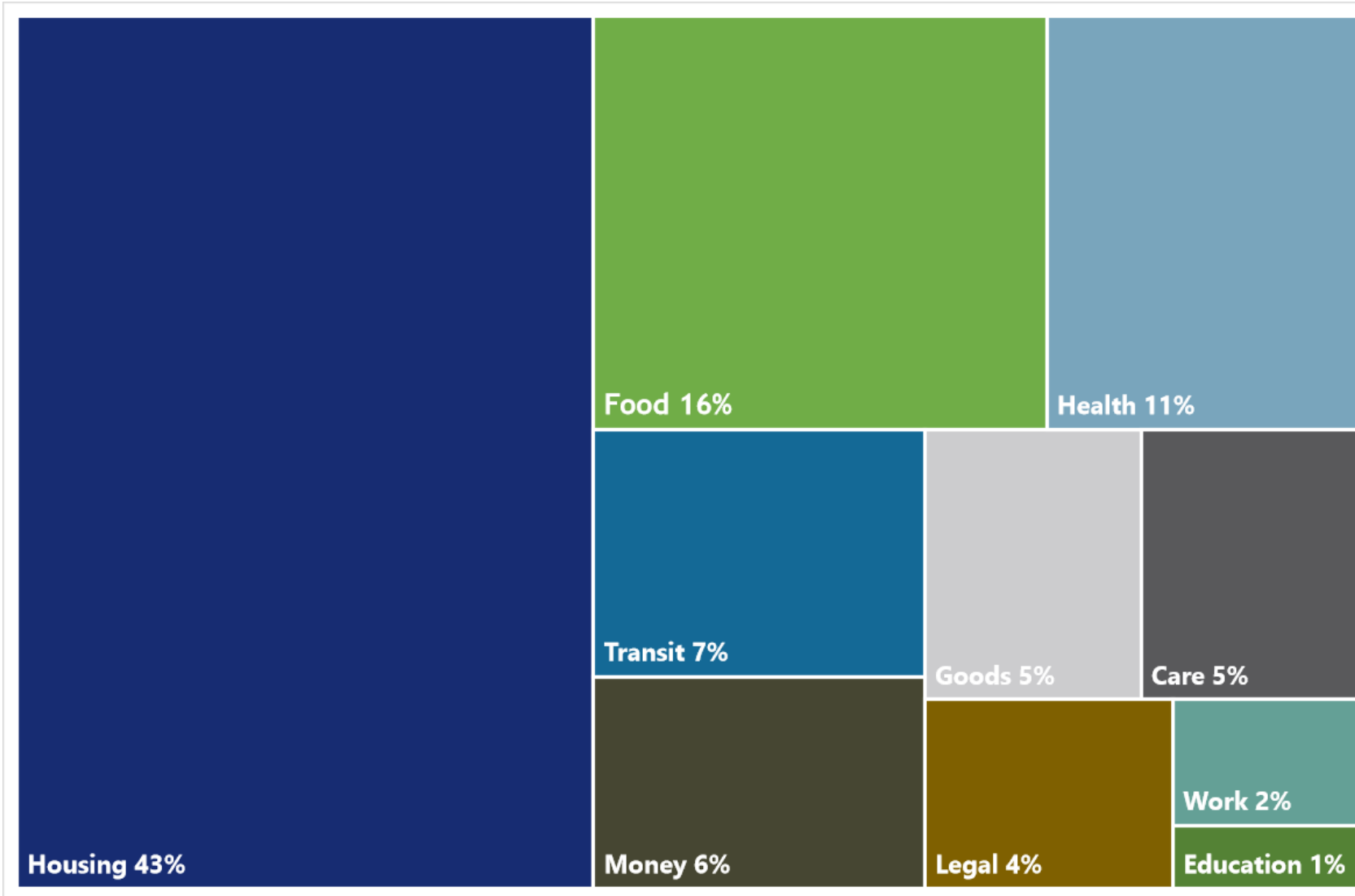


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

# What are people searching for in Palmer?



Search categories (all time) in Palmer



Search terms (all time) in Palmer

Term	Searches
housing	17
rental assistance	15
food	11
money	9
heating	8
emergency food	8
transportation	8
help find housing	8
12-step	8
food pantry	8
temporary shelter	6
shelter	6
disability accommodations	5
food delivery	4
maintenance & repairs	4



# Palmer Programs on 413Cares

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- **565** programs serving Palmer on 413Cares
- **270** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
<b># of Local Programs</b>	20	52	12	9	141	51	158	89	34	27

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

# 413Cares Supporting Palmer



- 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 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 with a computer, with the text "Search for and connect with FREE resources in your community". Below this is a green bar with icons for various services: Housing, Food and Nutrition, Early Education, Behavioral Health & Recovery, Healthcare, and And More!. Below the icons is the text "413Cares is free, easy to use and can be used anonymously". At the bottom, there is a QR code, a call to action to watch a video to learn more, and a "GO TO 413Cares.org" button. The bottom right corner features the text "Brought to you by" followed by the 413Cares 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 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, 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

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[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 Wing 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?**

