

Community Needs and Resources

NORTHAMPTON

January 2023



PUBLIC HEALTH INSTITUTE
OF WESTERN MASSACHUSETTS
PARTNERS FOR HEALTH EQUITY



413CARES
Connecting People With Resources

Northampton Profile

Census Data



Census Data: Age



Total Population: 29,571

Median Age Northampton

The median age of
Our Community is

40.0
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

Northampton

10,063

2.5% 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

Northampton

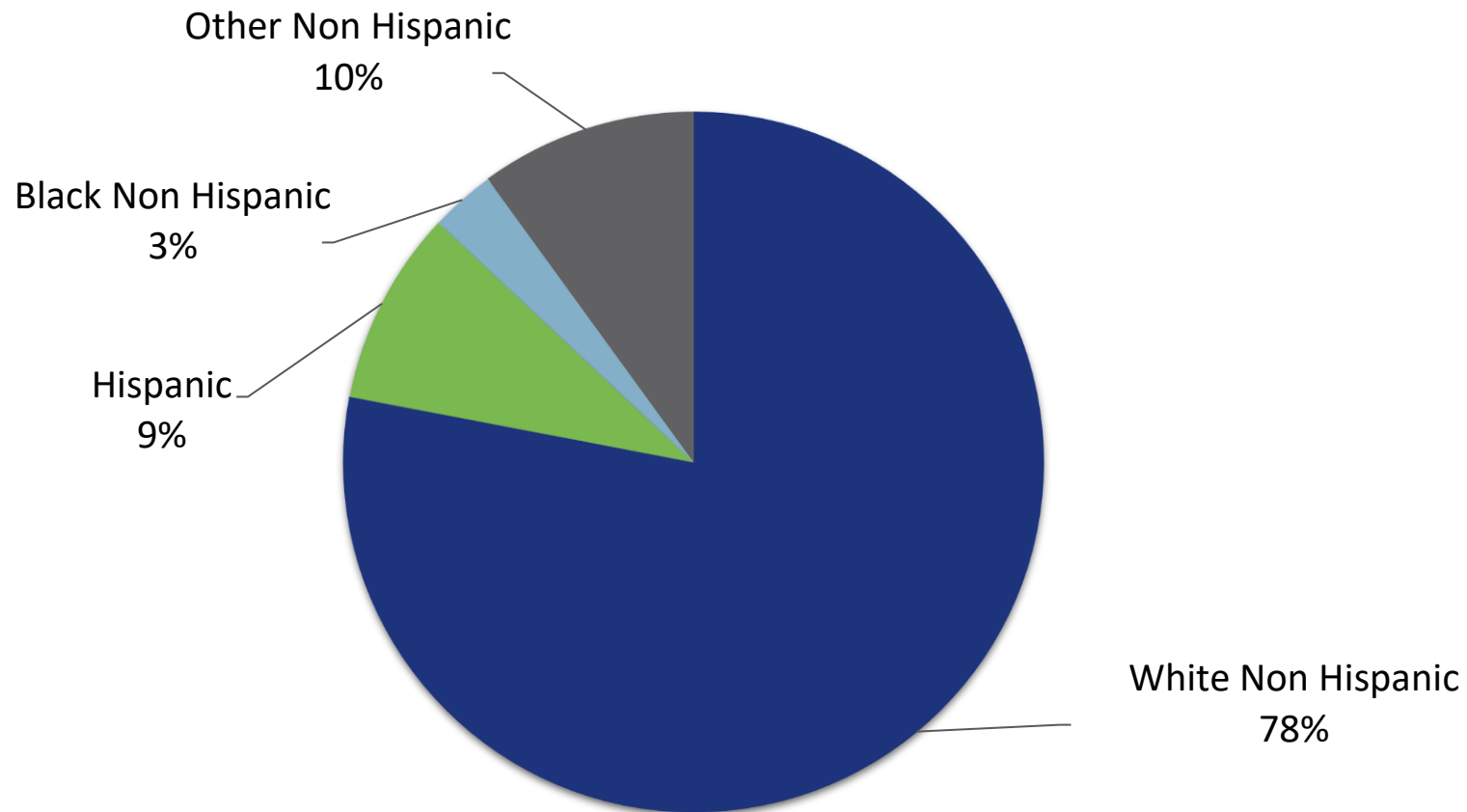
5,441

19.1% of our Community
are senior 65+ yrs old

Census Data: Race & Ethnicity



Race/Ethnicity in Northampton

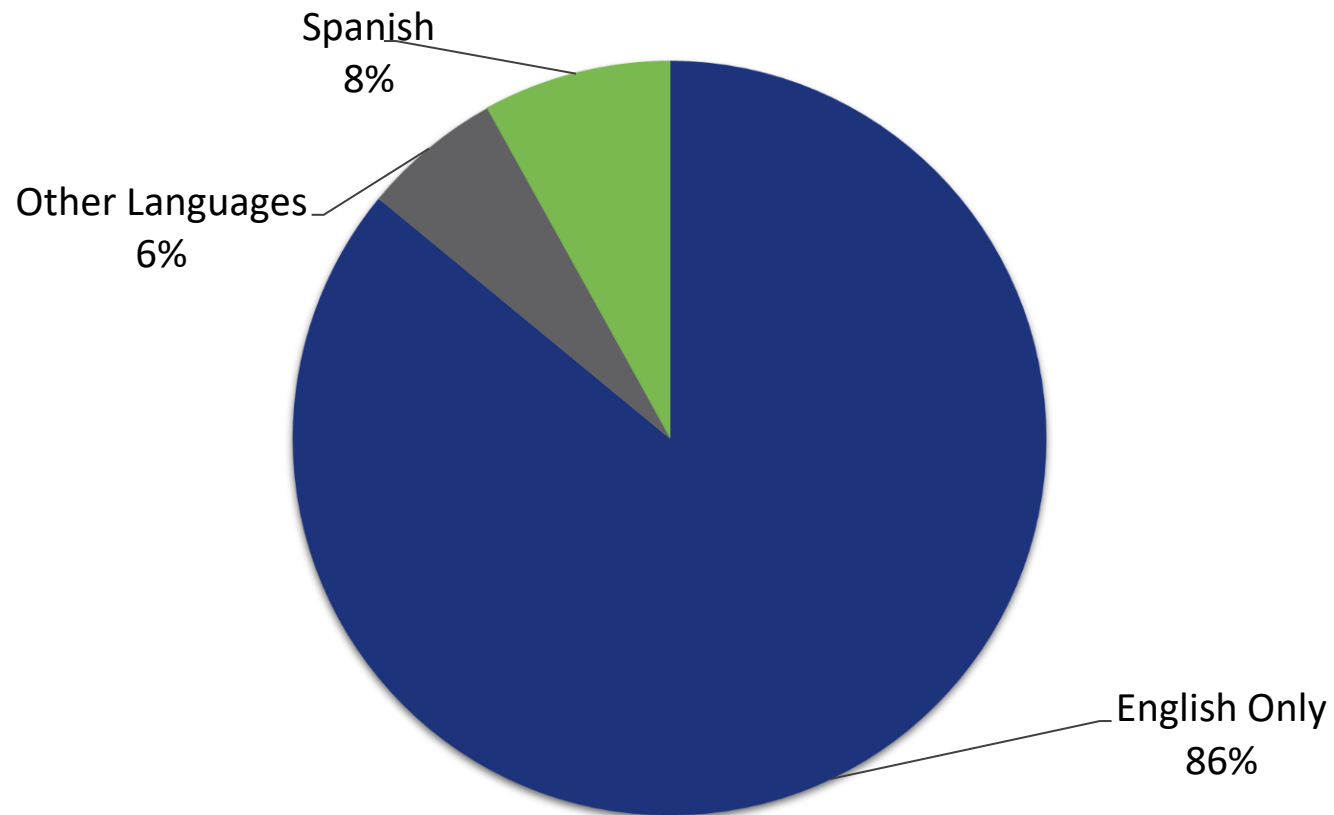


Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

Census Data: Language

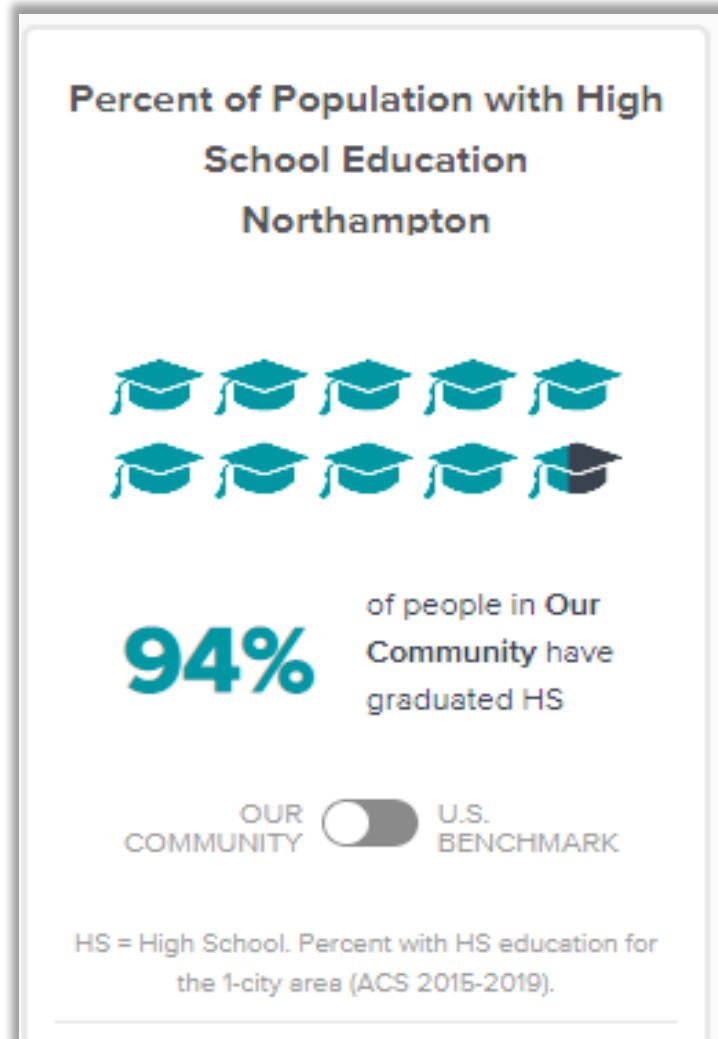


Languages Spoken at Home in Northampton



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

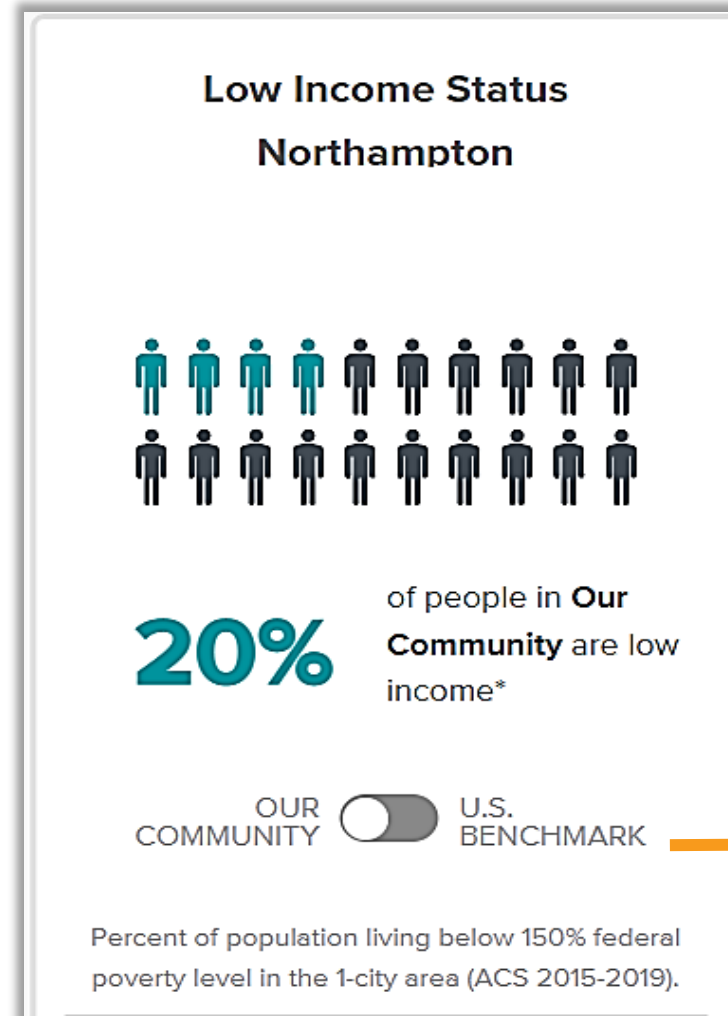
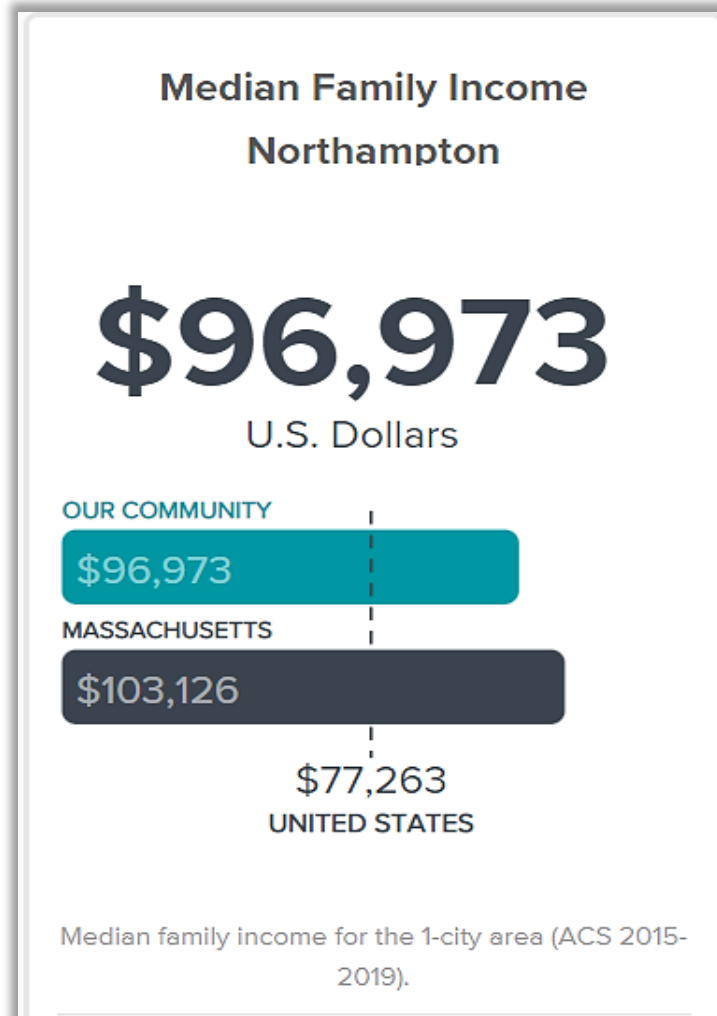
Census Data: Education



→ compared to **88%** of US population

Source: Broadstreet, ACS 2015-2019

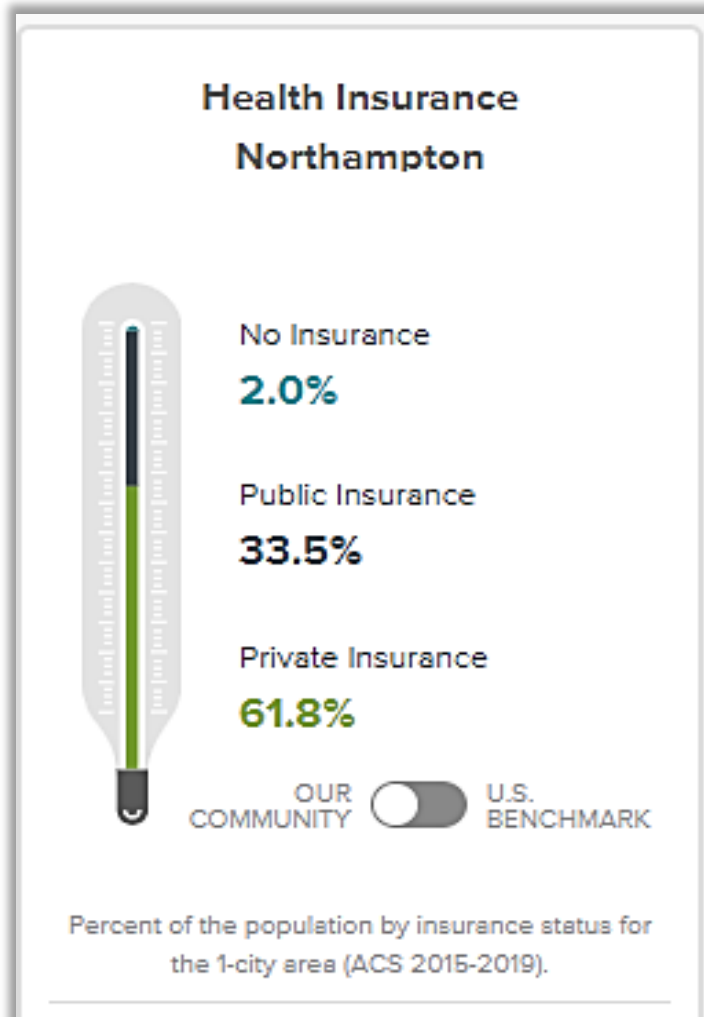
Census Data: Income



*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

Northampton Profile

COVID-19 Data



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COVID Data: Northampton

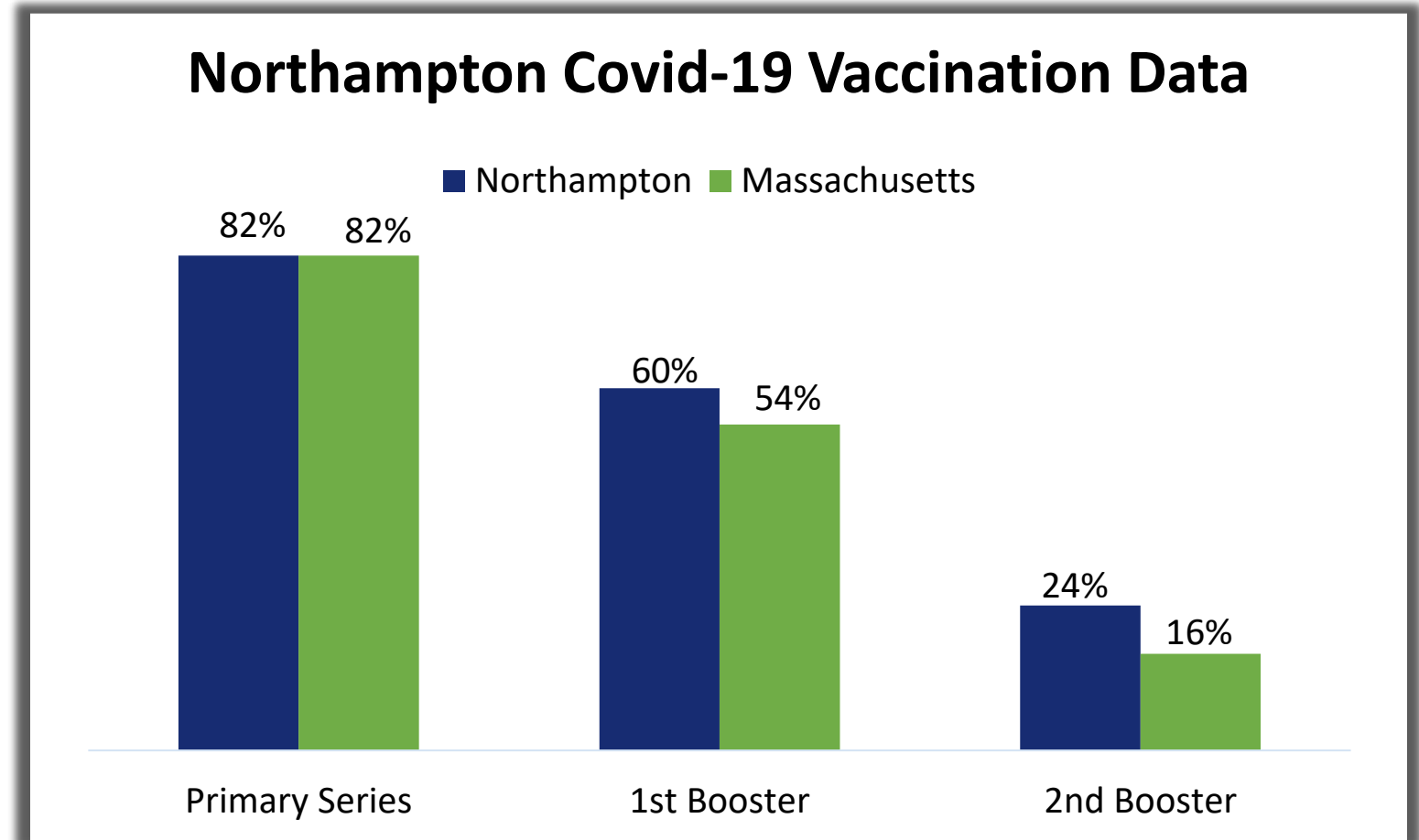


Total Population: **29,571**

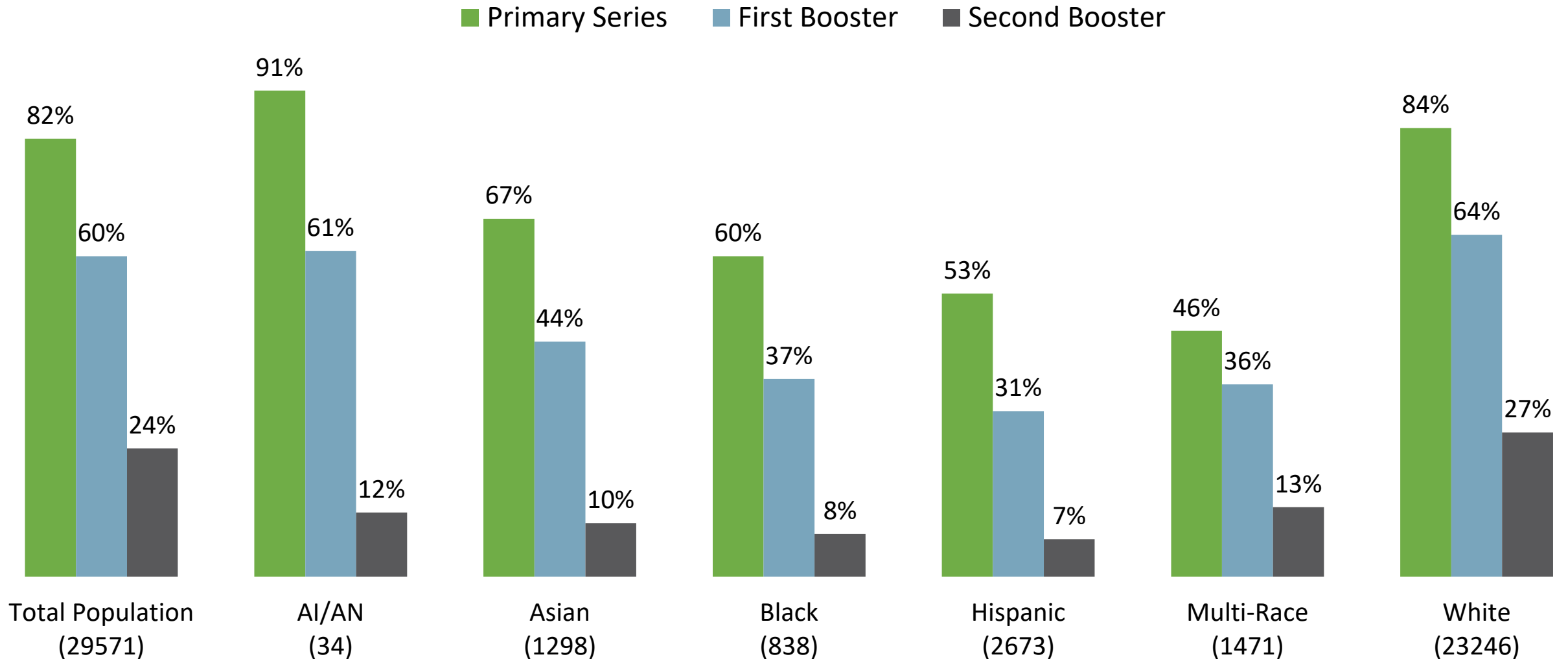
Total COVID Cases: **6,156**

Total COVID Deaths: **78***

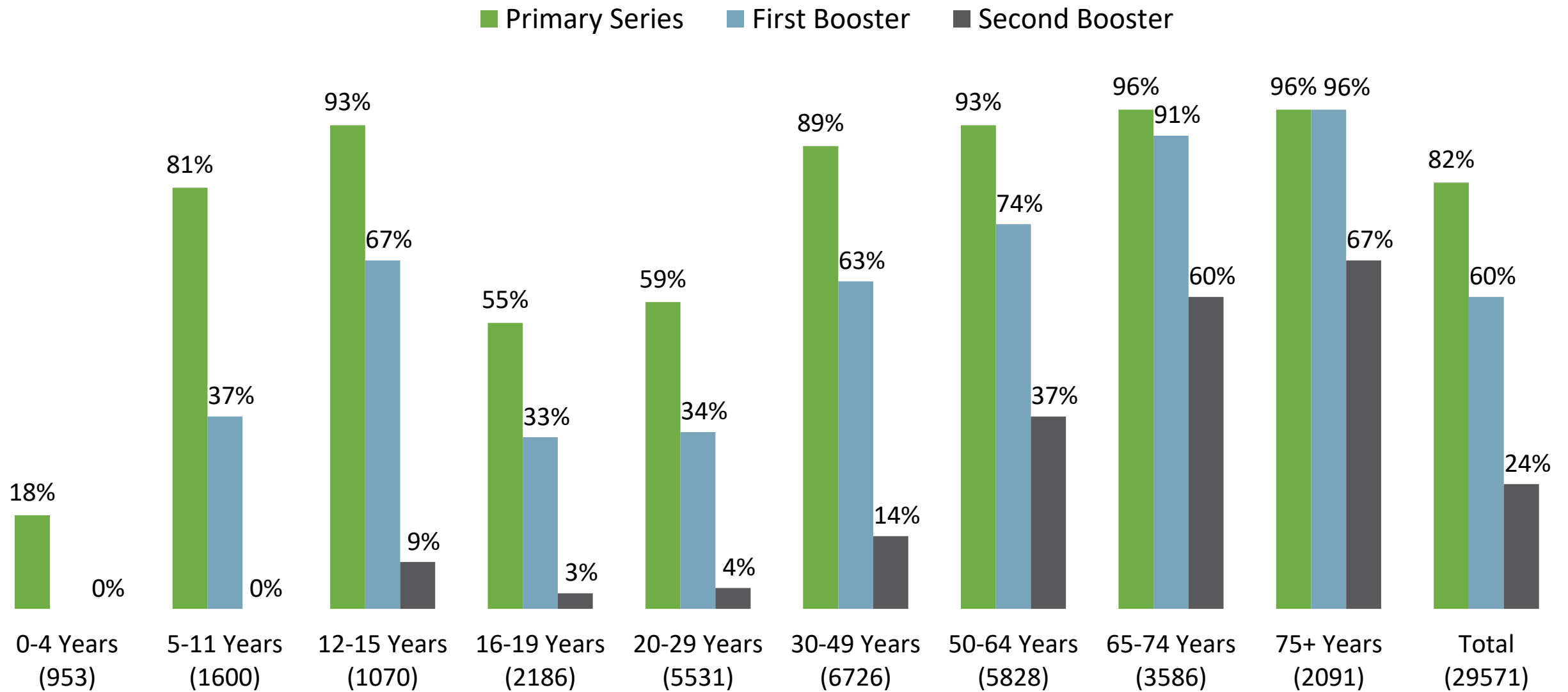
**death total from 2020 & 2021 only.*



Vaccination Rates by Race/Ethnicity in Northampton



Vaccination Rates By Age in Northampton



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

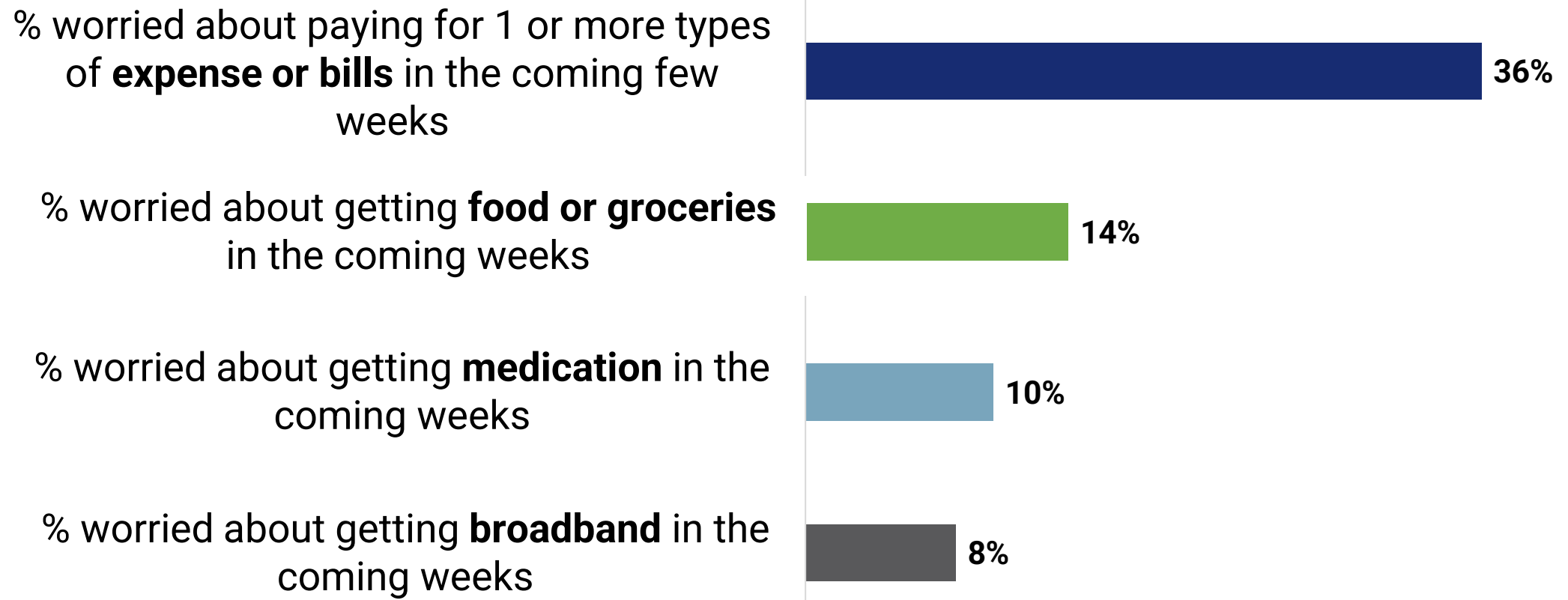
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.
- **In Northampton, there were 452 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 Northampton or have good representation from priority populations.

CCIS Data: Northampton



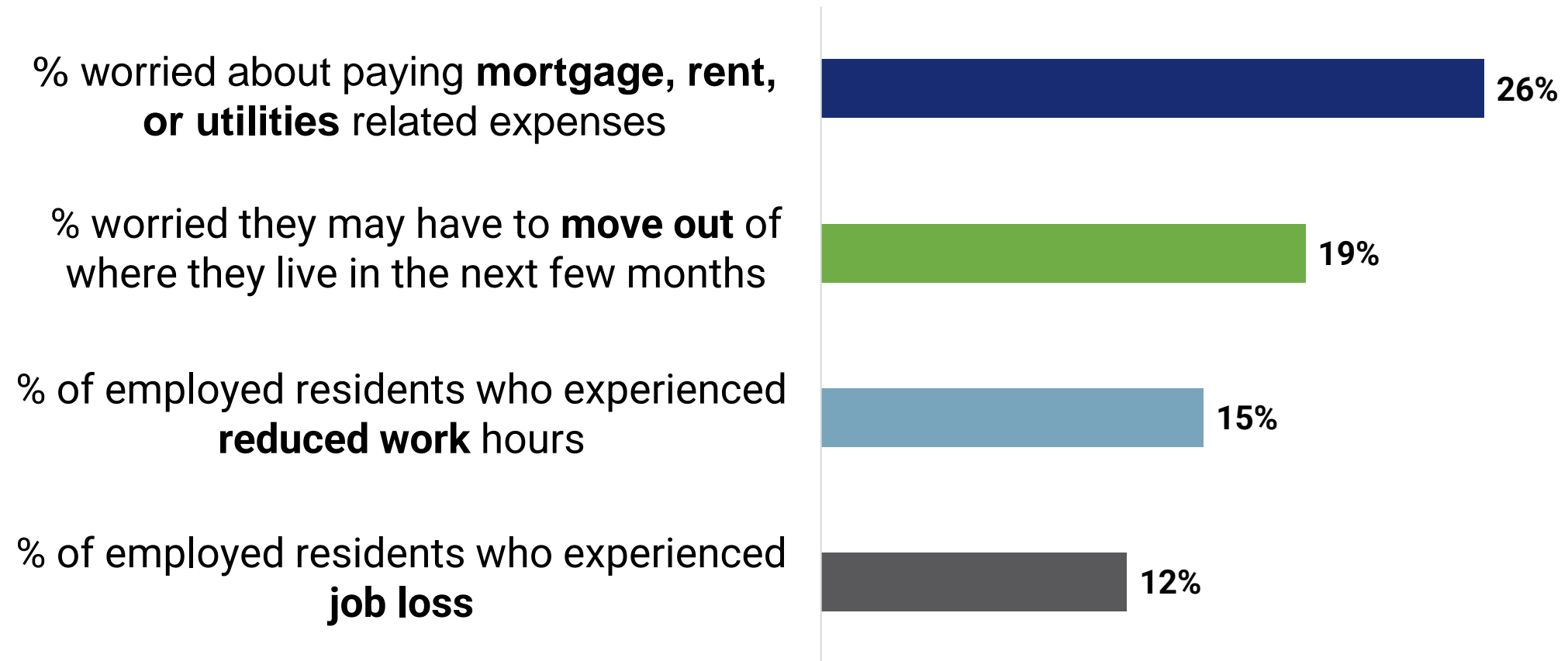
Worried about Basic Need Expenses (N=452)



CCIS Data: Northampton



Impact on Income and Jobs (N=452)



CCIS Data: Northampton



Impact on Health (N=452)

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



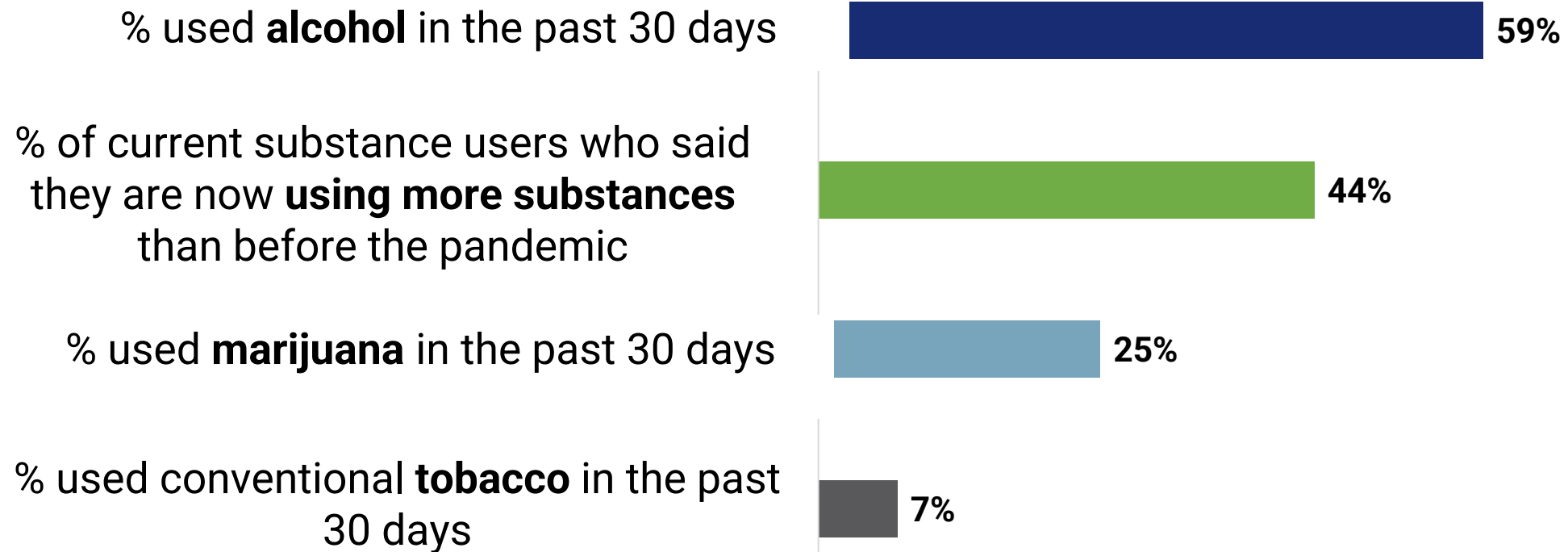
% who had not gotten the **medical care** that they needed since July of 2020



CCIS Data: Northampton



Substance Use (N=452)



Northampton 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](#)

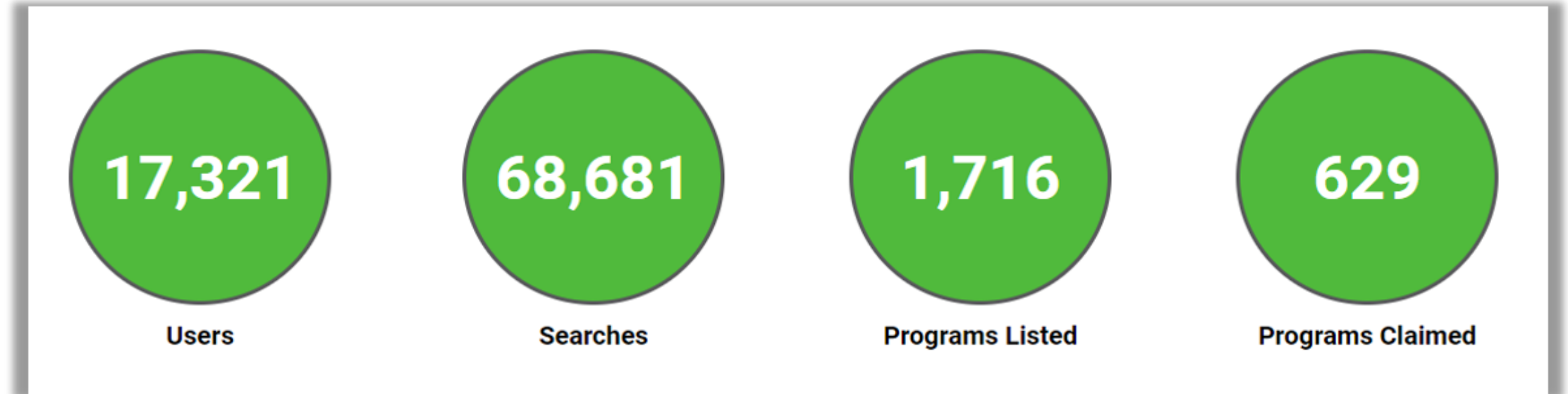


More partnerships are on the horizon!

413Cares Engagement



As of December 2022



413Cares Growth

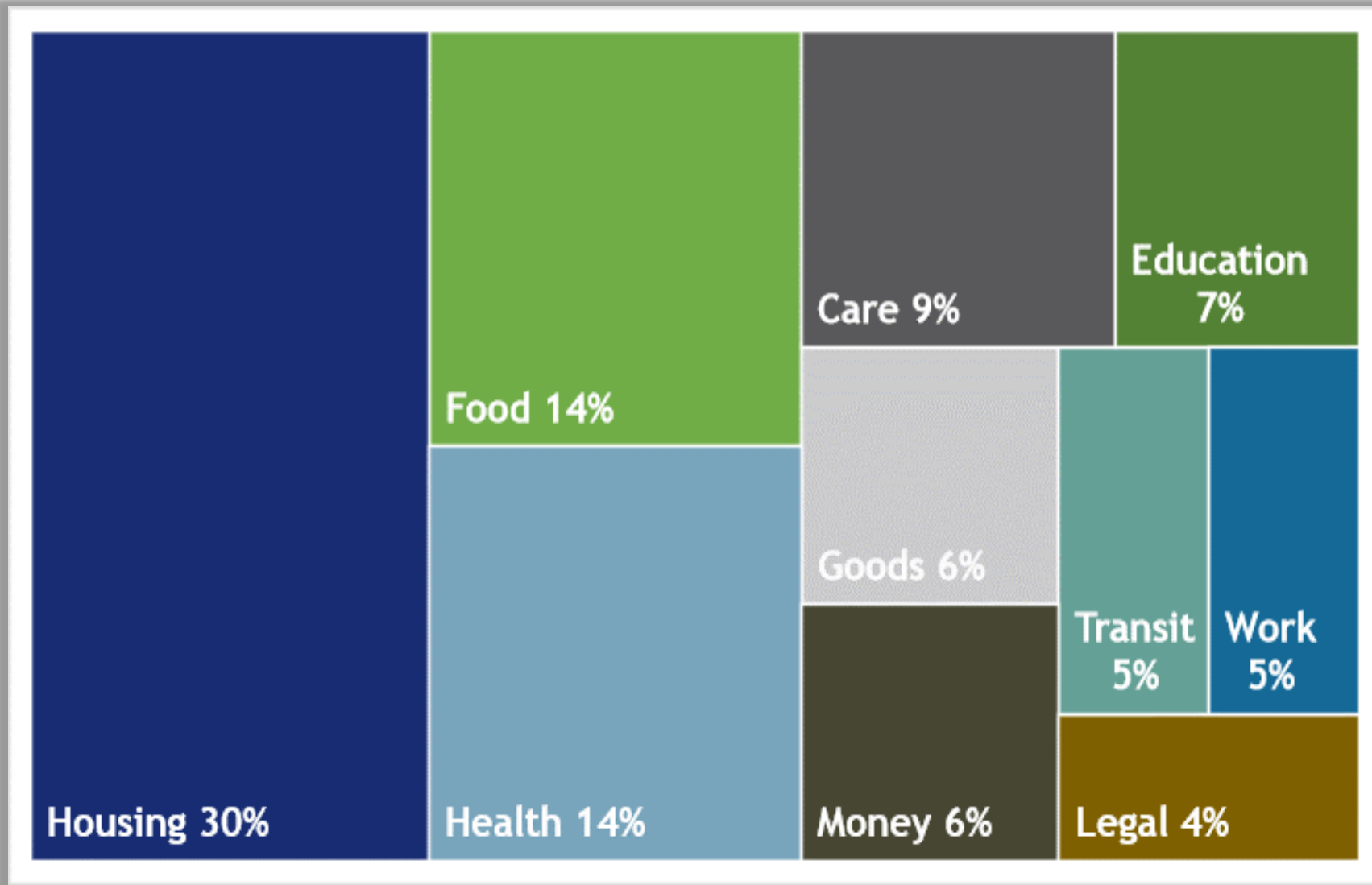


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

What are people searching for in Northampton?



Search categories (all time) in Northampton



Search terms (all time) in Northampton

Term	Searches
housing	59
food	33
help pay for housing	17
transportation	15
help find housing	14
kids	14
emergency food	13
senior citizen	13
school supplies	12
domestic violence	11
northampton recovery center	11
rent	10
mental health	10
community action	10
support network	10



Northampton Programs on 413Cares

- **493** programs serving Northampton on 413Cares
- **237** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	16	49	9	7	82	45	117	57	17	23

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

413Cares Supporting Northampton



- 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 at a computer with the text "Search for and connect with FREE resources in your community". A green bar lists categories of services: Housing, Food and Nutrition, Early Education, Behavioral Health & Recovery, Healthcare, and And More!. 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 a video, and the website address "GO TO 413Cares.org". The footer includes the text "Brought to you by" and 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 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 with a location pin 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 for 413Cares.org features 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 "GO TO 413Cares.org" button and the text "Critical information, resources and referrals". A "Resources Available" section 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)

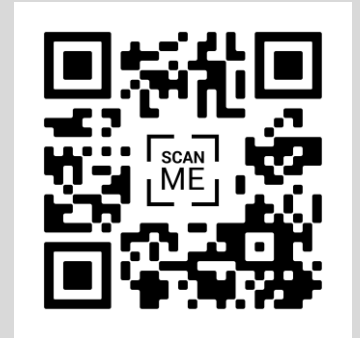
For CCIS questions and to submit a request, contact:

Kathleen Szegda

kszegda@publichealthwm.org

Victoria Hill

vhill@publichealthwm.org



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

2022 CDH Community Health Needs Assessment

<https://www.cooleydickinson.org/wp-content/uploads/2022/10/Cooley-Dickinson-2022-Community-Health-Needs-Assessment-v2.pdf>



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QUESTIONS?

