

Community Needs and Resources

WESTFIELD

April 2023



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



413CARES
Connecting People With Resources

Westfield Profile

Census Data



Census Data: Age



Total Population: 40,834

Median Age Westfield

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 Westfield

1,747

children under 5 yrs



4% of **Our Community** are
children under 5 yrs old

Children under 5-years-old for the 1-city area (ACS
2015-2019).

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

Number of Seniors in Our Community Westfield

7,169

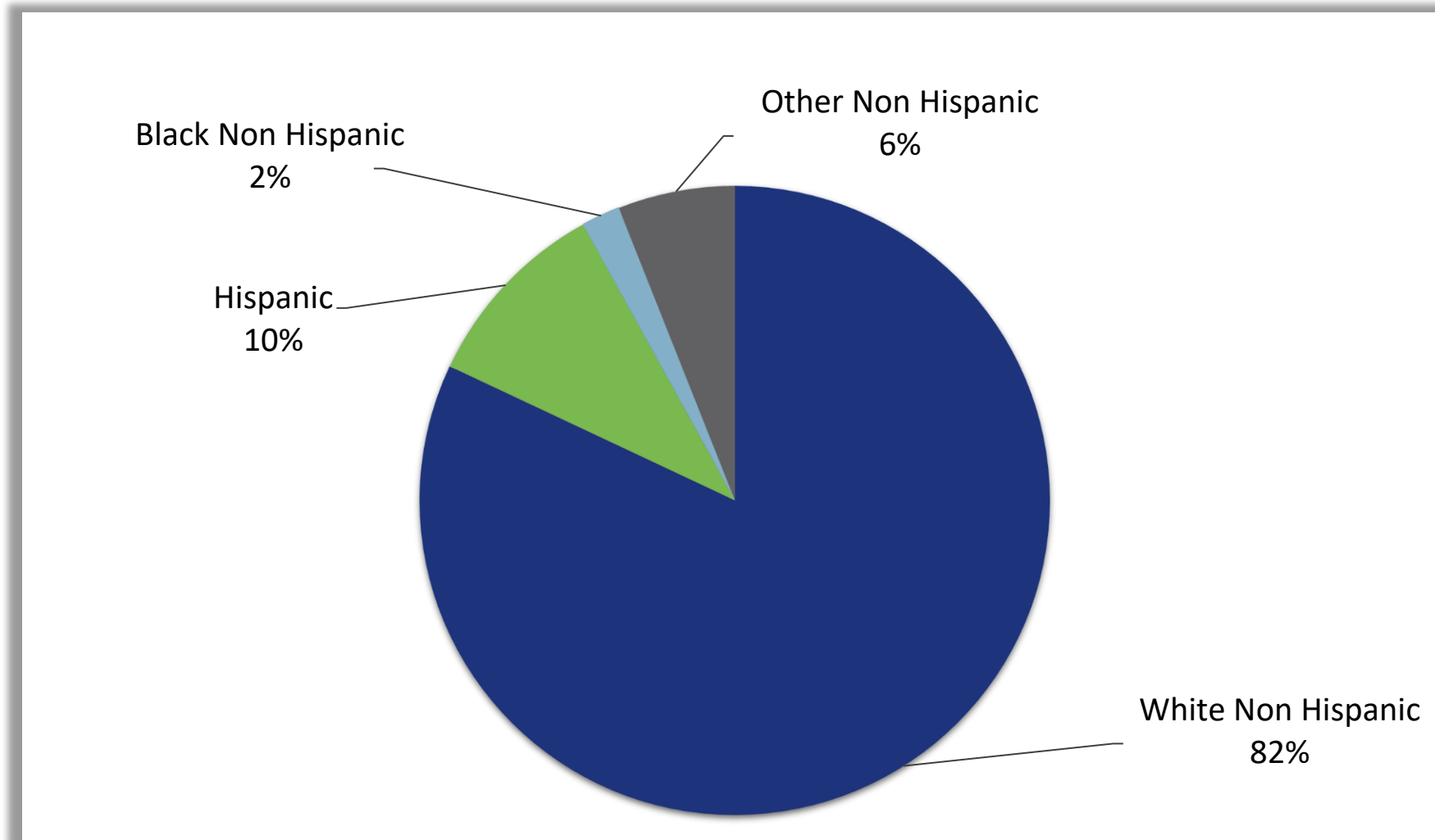
seniors



17% of **Our Community** are
seniors 65+ yrs old

Seniors ages 65 years and older for the 1-city area
(ACS 2015-2019).

Census Data: Race & Ethnicity in Westfield

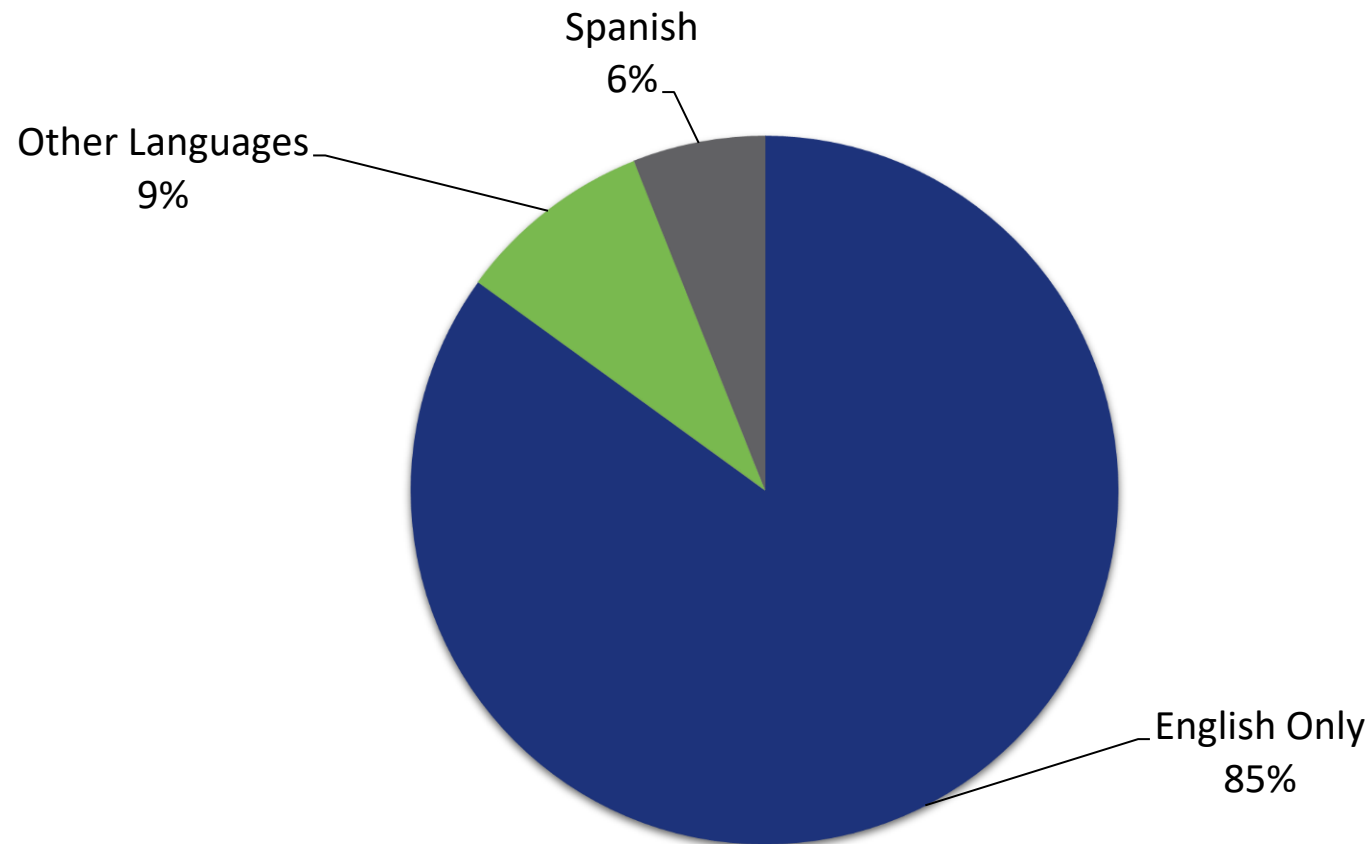


Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

Census Data: Language

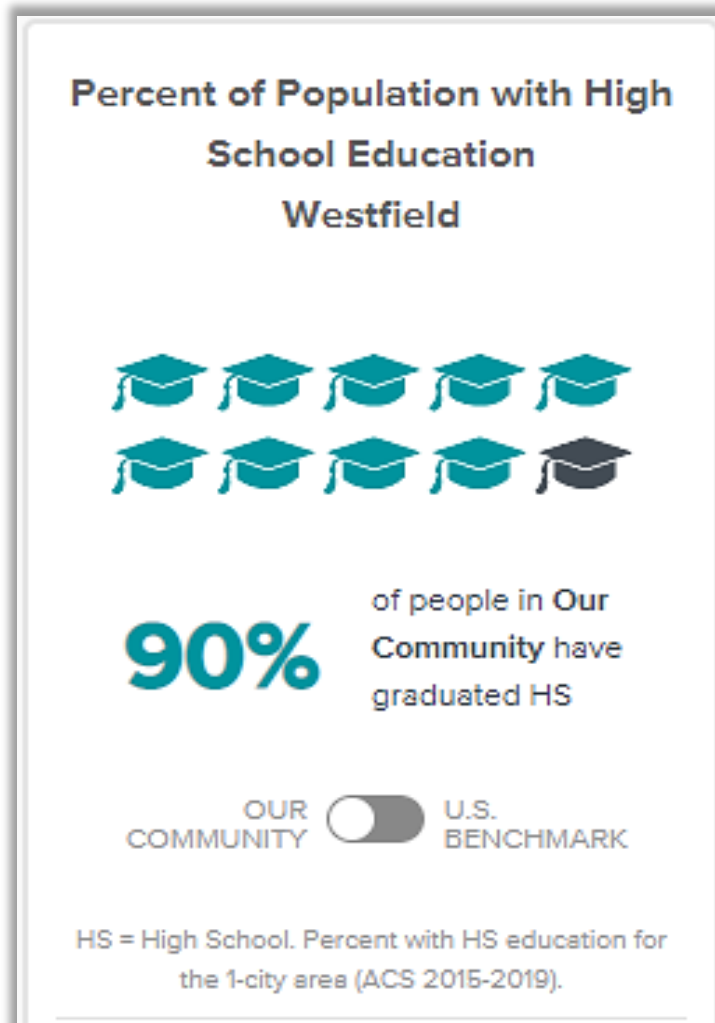


Languages Spoken at Home in Westfield



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

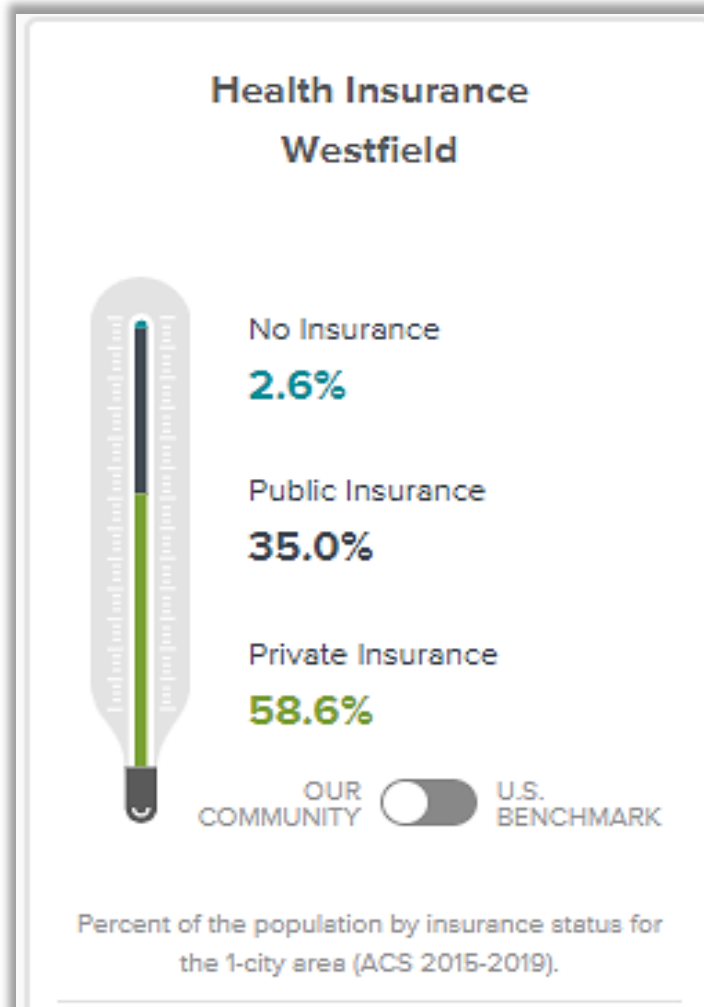
Census Data: Income



→ 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

Westfield Profile

COVID-19 Data



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COVID Data: Westfield

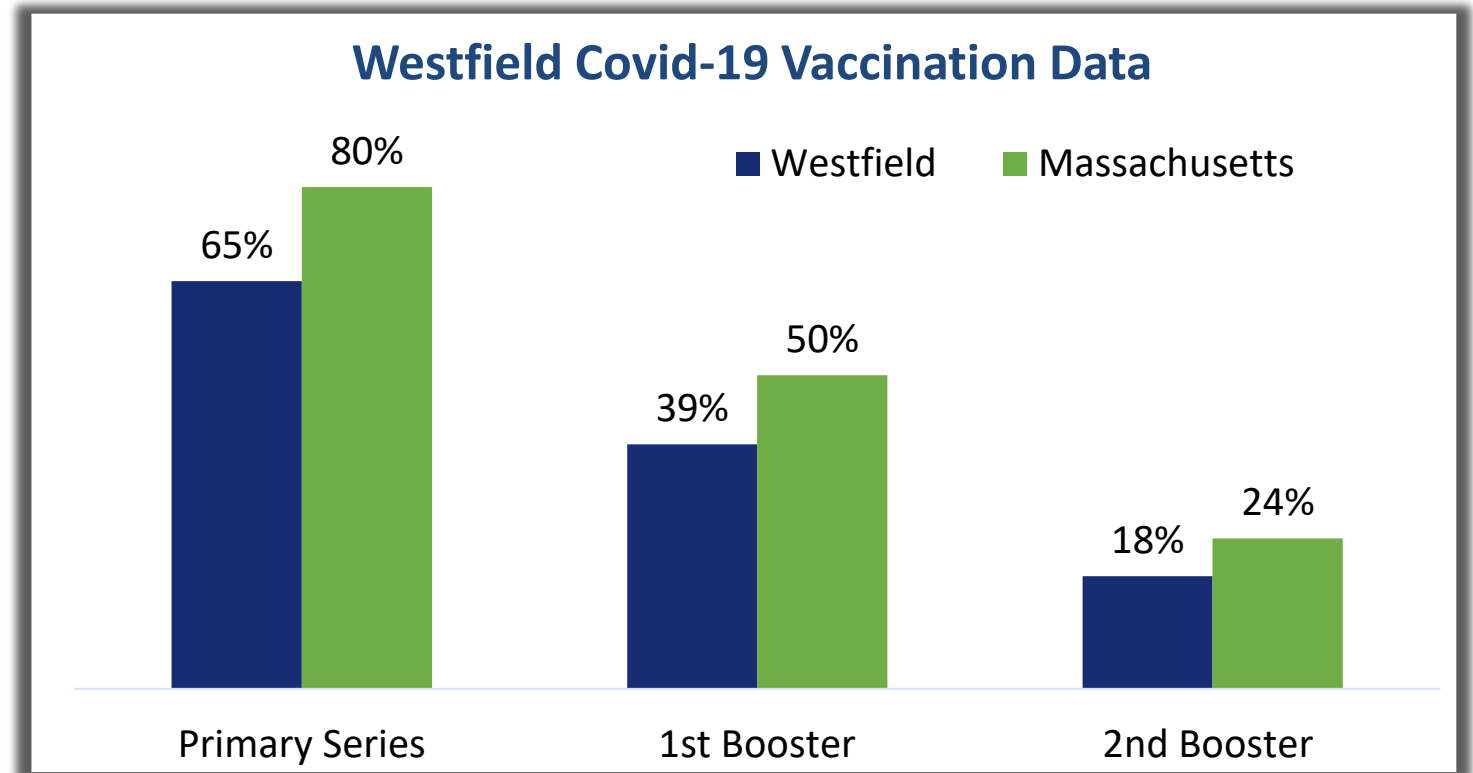


Total Population: 40,834

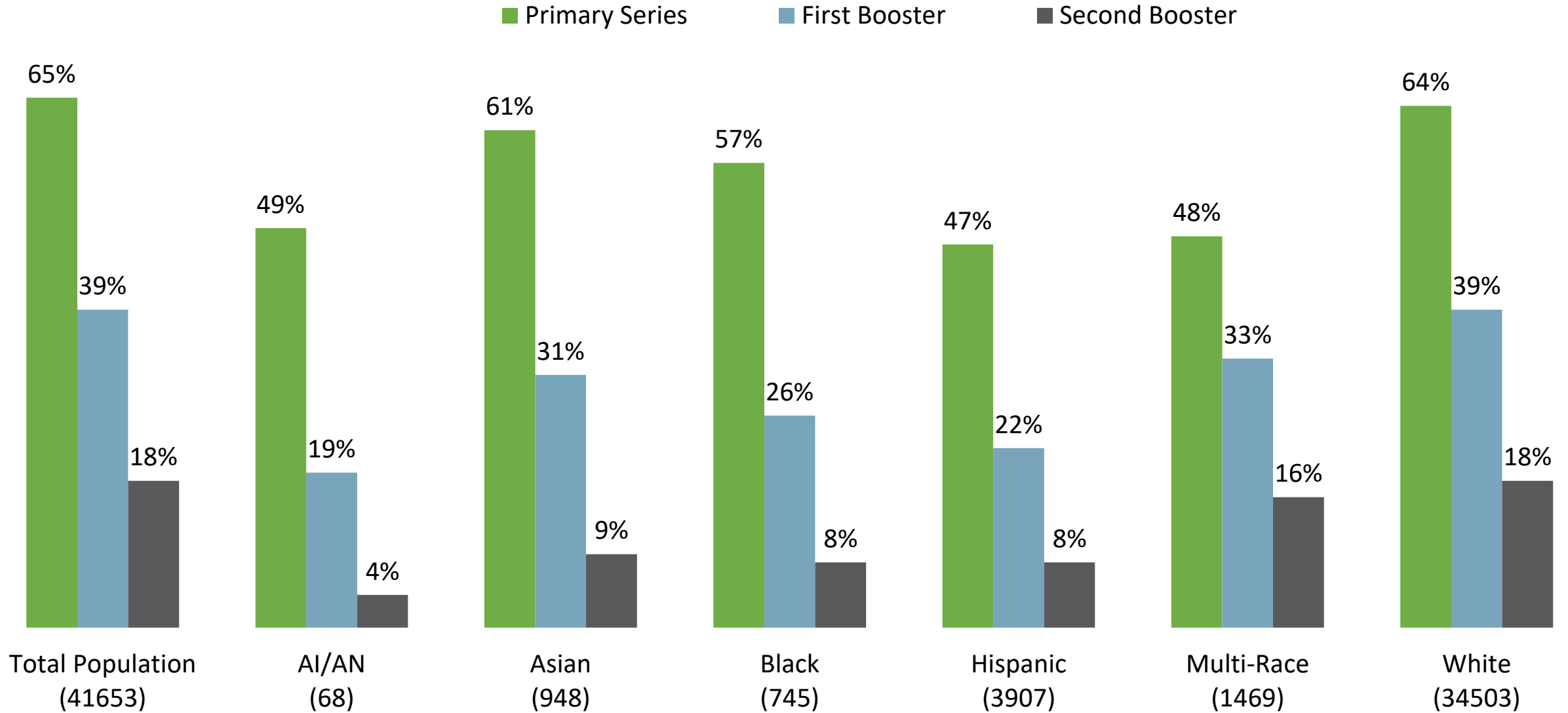
Total COVID Cases: 11,389

Total COVID Deaths: 149

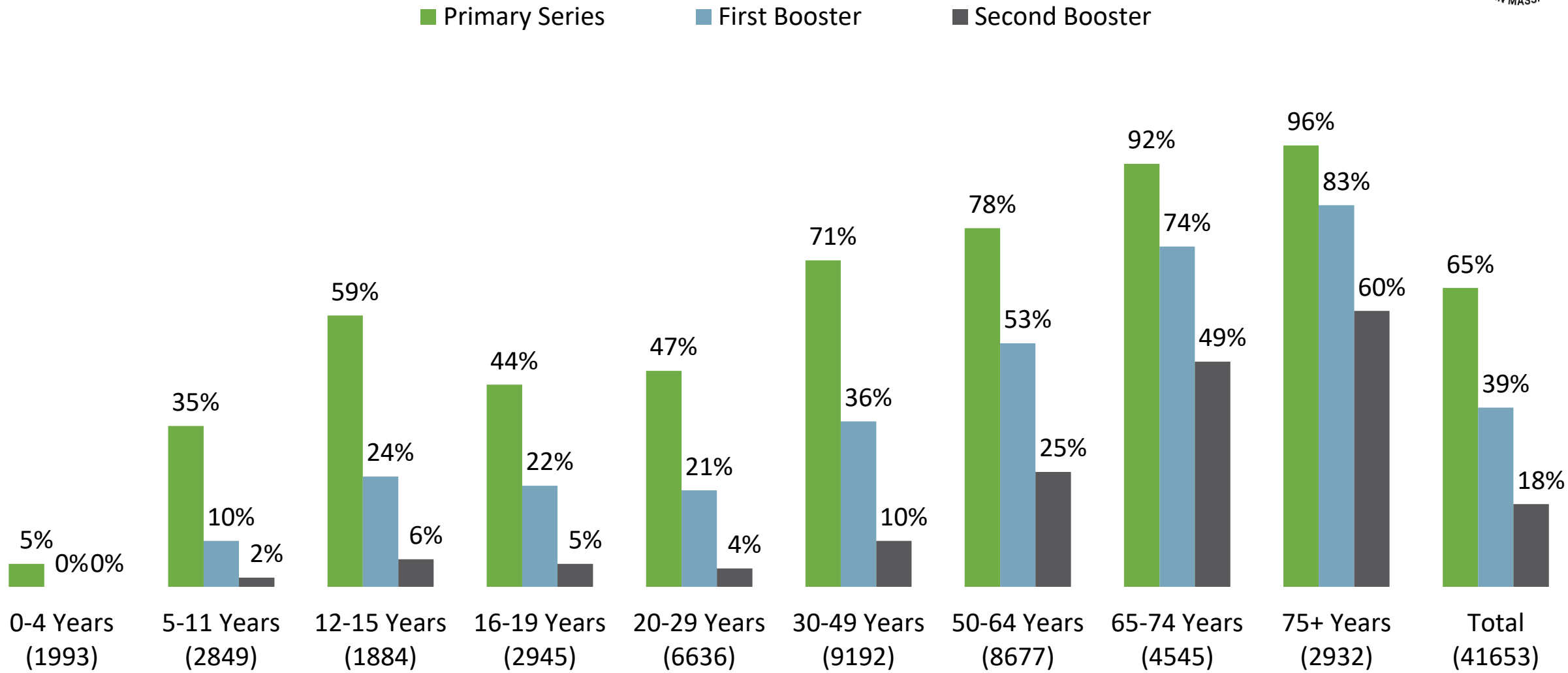
**death total from 2020, 2021 and 2022.*



Vaccination Rates by Race/Ethnicity in Westfield



Vaccination Rates By Age in Westfield



Source: MA Department of Public Health [Covid-19 Response Reporting](#), April 2023



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

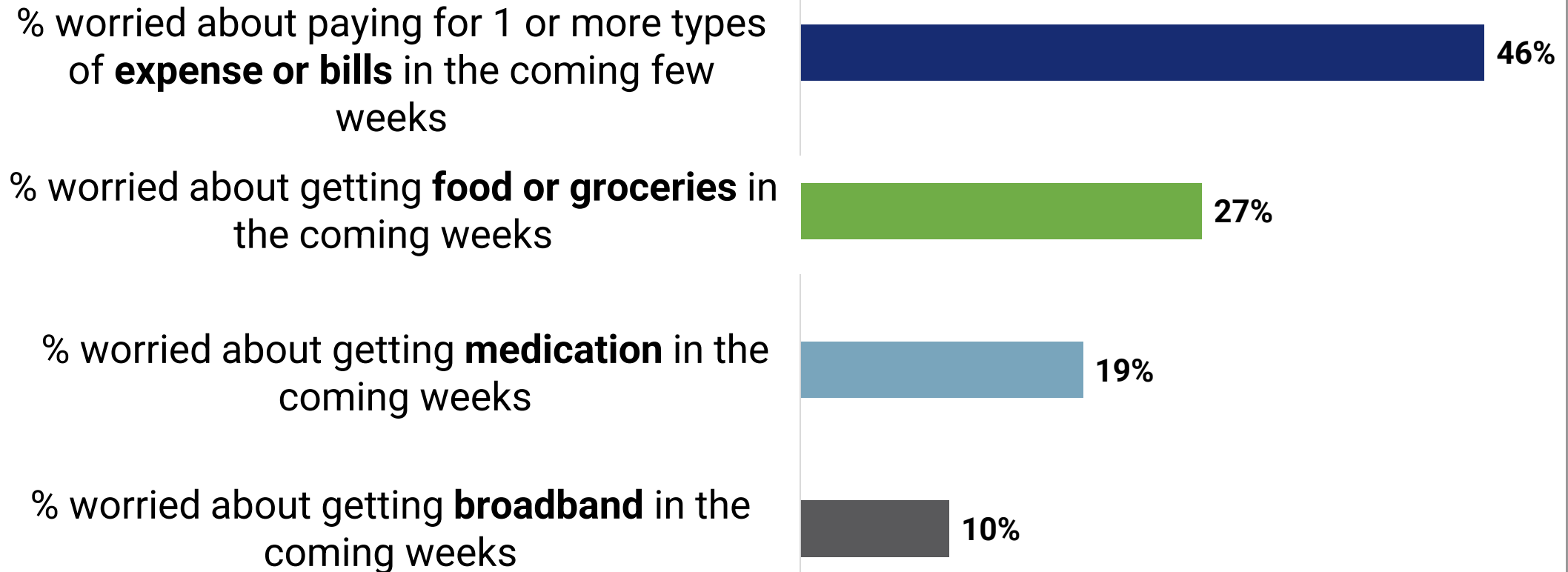
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.
- **In Westfield, there were 220 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 Westfield or have good representation from priority populations.

CCIS Data: Westfield



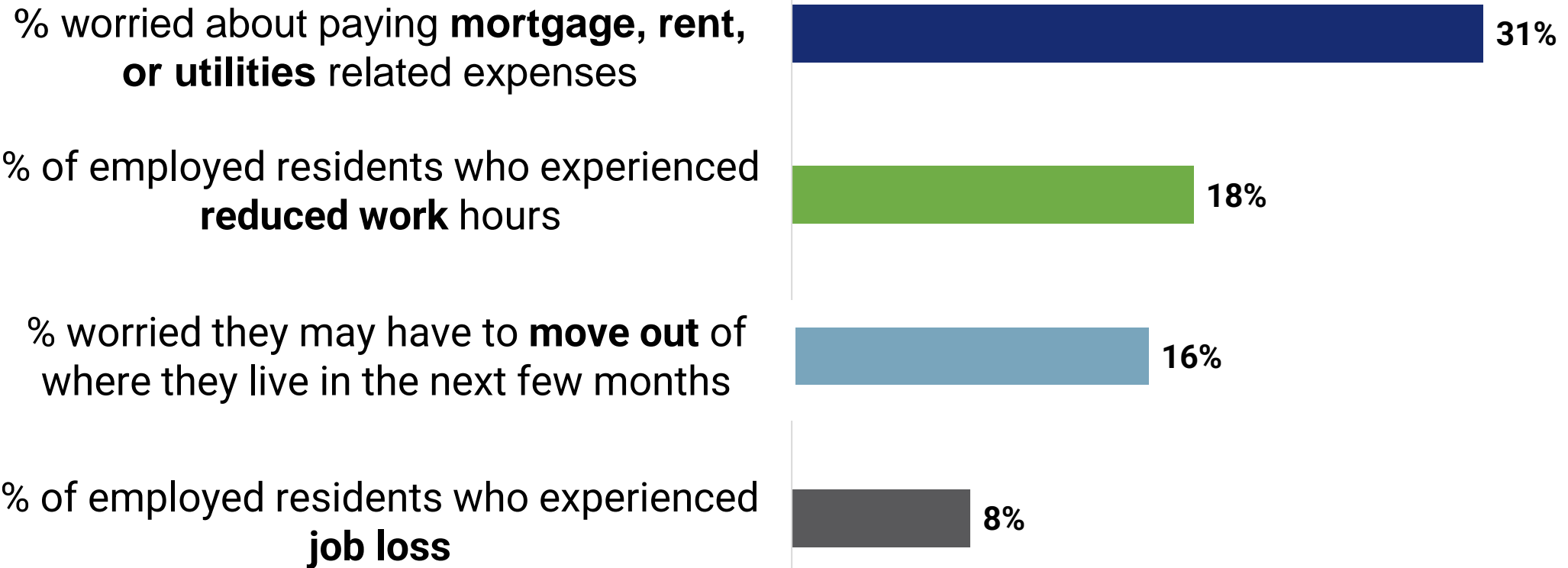
Worried about Basic Need Expenses (N=220)



CCIS Data: Westfield



Impact on Income and Jobs (N=220)



CCIS Data: Westfield



Impact on Health (N=220)

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



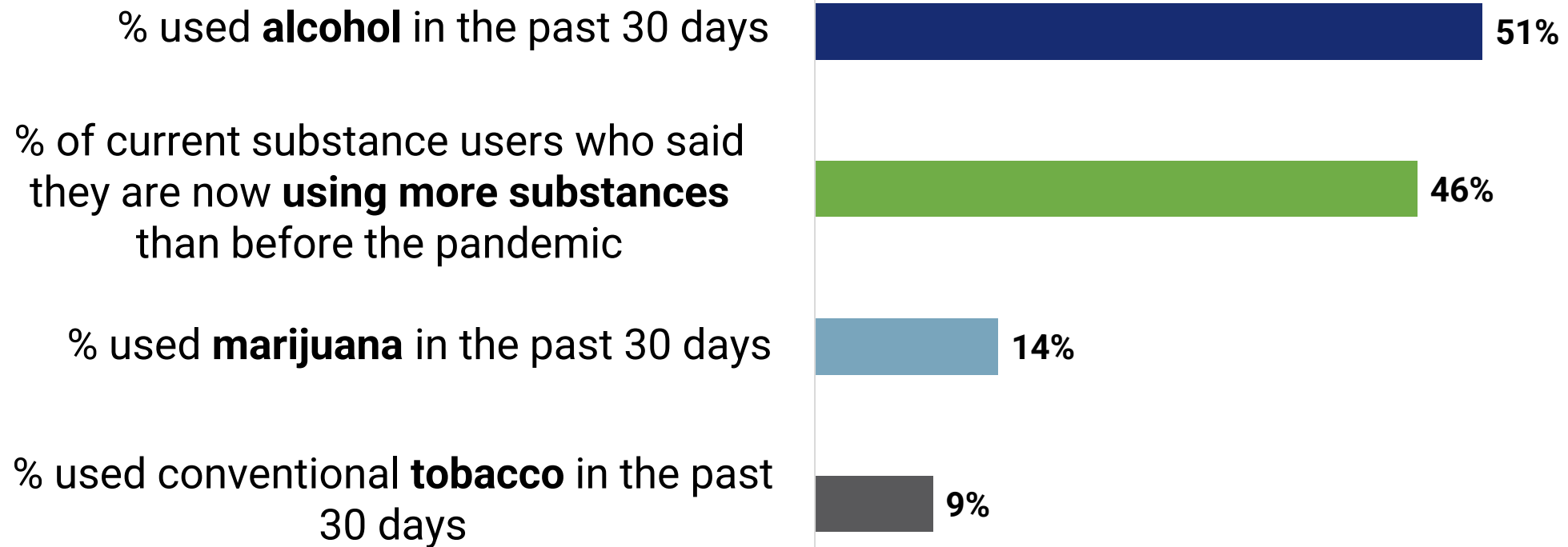
% who had not gotten the **medical care** that they needed since July of 2020



CCIS Data: Westfield



Substance Use (N=220)



**Westfield
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

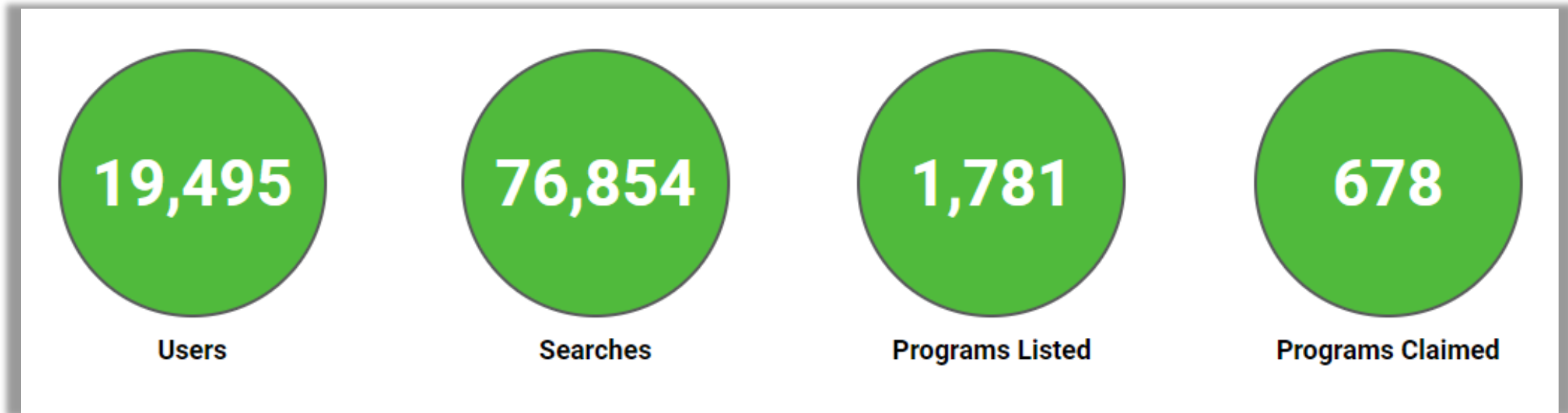
- [Digital Resources](#)
- [Addiction and Recovery Resources](#)
- [Food Navigation](#)
- [Mentoring](#)
- [Breaking Stigma of Substance Use](#)



More partnerships are on the horizon!

413Cares Engagement

As of March 2023



413Cares Growth

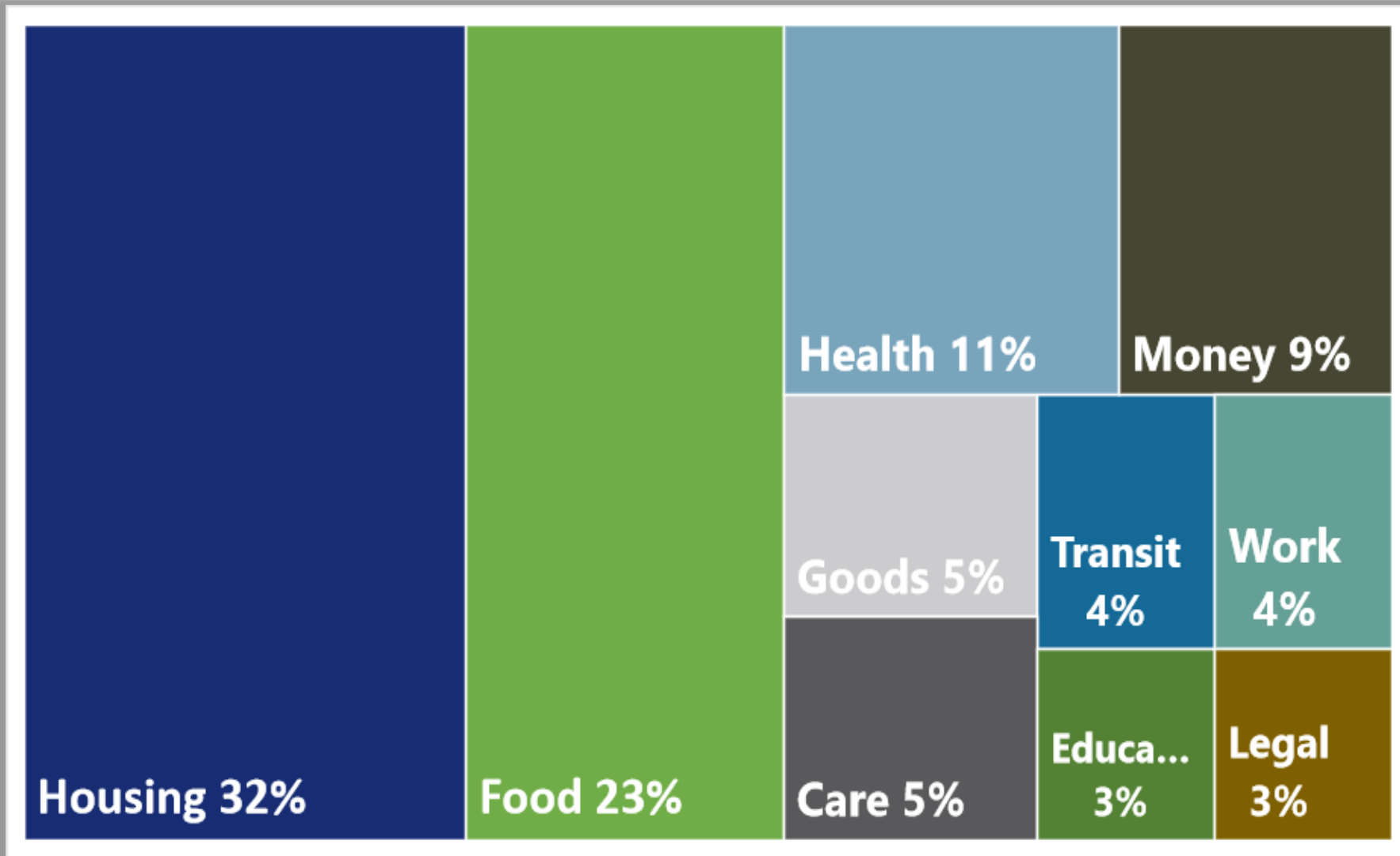


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

What are people searching for in Westfield?



Search categories (all time) in Westfield



Search terms (all time) in Westfield

Term	Searches
food	186
housing	130
help pay for housing	79
food pantry	72
financial assistance	70
help find housing	44
help pay for utilities	38
food delivery	35
utilities	33
emergency food	31
help pay for food	30
transportation	29
westfield food pantry	27
advocacy and legal aid	27
meals	26

Westfield Programs on 413Cares

- **1,212** programs serving Westfield on 413Cares
- **486** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	21	59	10	10	150	60	171	101	41	28

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

413Cares Supporting Westfield



- 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 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 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 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

vhill@publichealthwm.org



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

2022 Baystate Community Health Needs Assessment

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



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QUESTIONS?

