Community Needs and Resources

Baystate Noble

January 2023
Baystate Noble Hospital Service Area

Hampden County
- Agawam
- Blandford
- Chester
- Granville
- Montgomery
- Russell
- Southwick
- Tolland
- Westfield
- West Springfield

Hampshire County
- Huntington
Census Data: Age

Total Population: 117,736

- **Median Age**
  - **Baystate Noble Area**
  - The median age of Our Community is **43.0** years-old.
  - This is older than the U.S. median age of 38.1 years.

- **Number of Children Under 5 Years**
  - **Baystate Noble Area**
  - **5,658** children under 5 yrs old.

- **Number of Seniors in Our Community**
  - **Baystate Noble Area**
  - **21,728** seniors.

*Source: Broadstreet, ACS 2015-2019*
Census: Race & Ethnicity

Race & Ethnicity in Noble Area

- White Non Hispanic: 85%
- Hispanic: 8%
- Black Non Hispanic: 2%
- Other Non Hispanic: 5%

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

Top 10 Languages Spoken in Noble Area

- Spanish
- Polish
- Other Indo-European
- English
- Gujarati
- Nepali Marathi
- Other Slavic
- French
- Other Asian
- Russian

85% speak English only

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

Percent of Population with High School Education
Baystate Noble Area

91% of people in Our Community have graduated HS

compared to 88% of US population

Source: Broadstreet, ACS 2015-2019
Census Data: Income

Median Family Income
Baystate Noble Area

$85,781
U.S. Dollars

 OUR COMMUNITY
$85,781

MASSACHUSETTS
$103,126

$77,263
UNITED STATES

People Living in Poverty
Baystate Noble Area

8% of people in Our Community are living in poverty

Source: Broadstreet, ACS 2015-2019

compared to 22% of US population
Census Data: Health

Health Insurance
Baystate Noble Area

- No Insurance: 3.1%
- Public Insurance: 35.8%
- Private Insurance: 57.1%

Compared to US population:
- No Insurance: 8.8%
- Public Insurance: 32.9%
- Private Insurance: 54.7%

Source: Broadstreet, ACS 2015-2019
COVID-19 Data
COVID Data: Baystate Noble Area

Total Population: 116,601

Total COVID Cases: 32,870

Total COVID Deaths: *338
*death total from 2020 & 2021 only.

Noble Area Covid-19 Vaccination Data

- Primary Series: 66% Noble Towns, 82% Massachusetts
- 1st Booster: 37% Noble Towns, 54% Massachusetts
- 2nd Booster: 16% Noble Towns, 16% Massachusetts

Source: MA Department of Public Health Covid-19 Response Reporting, December 2022
Vaccination Rates by Race/Ethnicity in Noble Area

Source: MA Department of Public Health Covid-19 Response Reporting, December 2022
Vaccination Rates by Age in Noble Area

Source: MA Department of Public Health Covid-19 Response Reporting, December 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 Noble Area, there were 752 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 the Noble Area or have good representation from priority populations.*
Worried about Basic Need Expenses (N=752)

- 51% worried about paying for 1 or more types of expense or bills in the coming weeks
- 29% worried about getting food or groceries in the coming weeks
- 17% worried about getting medication in the coming weeks
- 16% worried about getting broadband in the coming weeks
Impact on Income and Jobs (N=752)

- % worried about paying **mortgages, rent, or utilities** related expense: 30%
- % of employed residents who experienced **reduced work hours**: 20%
- % worried they may have to **move out** of where they live in the next few months: 18%
- % of employed residents who experienced **job loss**: 9%
CCIS Data: Baystate Noble Area

Impact on Health (N=752)

- % with 15 or more **poor mental health** in the past 30 days: 37%
- % who had not gotten the **medical care** that they needed since July of 2020: 20%
Substance Use (N=752)

- % used **alcohol** in the past 30 days: 48%
- % of current substance users who said they are now using more substances than before the pandemic: 43%
- % used **marijuana** in the last 30 days: 13%
- % used conventional **tobacco** in the last 30 days: 11%
413Cares Resources
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

Baystate Health

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

- Users: 17,321
- Searches: 68,681
- Programs Listed: 1,716
- Programs Claimed: 629
## 413Cares Growth

<table>
<thead>
<tr>
<th>Activity</th>
<th>2021</th>
<th>2022</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Searches</td>
<td>17,841</td>
<td>31,762</td>
<td>78%</td>
</tr>
<tr>
<td>Users</td>
<td>4,812</td>
<td>8,065</td>
<td>68%</td>
</tr>
<tr>
<td>Programs Added</td>
<td>325</td>
<td>481</td>
<td>48%</td>
</tr>
<tr>
<td>Programs Claimed</td>
<td>113</td>
<td>202</td>
<td>79%</td>
</tr>
</tbody>
</table>
What are people searching for in Noble Area?

Search categories (all time) in Noble Area

- Housing: 34%
- Food: 20%
- Health: 12%
- Money: 9%
- Goods: 5%
- Transit: 4%
- Education: 3%
- Work: 3%
- Legal: 3%

Search terms (all time) in Noble Area

<table>
<thead>
<tr>
<th>Term</th>
<th>Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>housing</td>
<td>276</td>
</tr>
<tr>
<td>food</td>
<td>262</td>
</tr>
<tr>
<td>help pay for housing</td>
<td>125</td>
</tr>
<tr>
<td>food pantry</td>
<td>113</td>
</tr>
<tr>
<td>help find housing</td>
<td>90</td>
</tr>
<tr>
<td>financial assistance</td>
<td>90</td>
</tr>
<tr>
<td>help pay for utilities</td>
<td>70</td>
</tr>
<tr>
<td>food delivery</td>
<td>61</td>
</tr>
<tr>
<td>emergency food</td>
<td>58</td>
</tr>
<tr>
<td>transportation</td>
<td>56</td>
</tr>
<tr>
<td>help pay for food</td>
<td>56</td>
</tr>
<tr>
<td>rent</td>
<td>50</td>
</tr>
<tr>
<td>help pay for healthcare</td>
<td>43</td>
</tr>
<tr>
<td>utilities</td>
<td>39</td>
</tr>
<tr>
<td>government food benefits</td>
<td>36</td>
</tr>
</tbody>
</table>
Noble Area Programs on 413Cares

- **670** programs serving Noble Area on 413Cares
- **341** programs are claimed

<table>
<thead>
<tr>
<th>Local Programs</th>
<th>Food</th>
<th>Housing</th>
<th>Goods</th>
<th>Transit</th>
<th>Health</th>
<th>Money</th>
<th>Care</th>
<th>Education</th>
<th>Work</th>
<th>Legal</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Local Programs</td>
<td>82</td>
<td>137</td>
<td>35</td>
<td>18</td>
<td>339</td>
<td>123</td>
<td>444</td>
<td>256</td>
<td>89</td>
<td>55</td>
</tr>
</tbody>
</table>

*Local = Programs that provide services throughout a county, city, or a postal/zip code.*
413Cares Supporting Noble Towns

- Raising awareness of existing services
- Connecting people to needed services and programs
- Connecting service providers to each other
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**
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 Baystate Noble Community Health Needs Assessment

# Contact Us

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jessica Collins</td>
<td>Executive Director</td>
<td><a href="mailto:jcollins@publichealthwm.org">jcollins@publichealthwm.org</a></td>
<td>413-794-2520</td>
</tr>
<tr>
<td>Liv Anna Homstead</td>
<td>413Cares Manager</td>
<td><a href="mailto:LHomestead@publichealthwm.org">LHomestead@publichealthwm.org</a></td>
<td>413-795-0594</td>
</tr>
<tr>
<td>Sarita Hudson</td>
<td>Senior Director of Programs &amp; Development</td>
<td><a href="mailto:shudson@publichealthwm.org">shudson@publichealthwm.org</a></td>
<td>413-794-7600</td>
</tr>
<tr>
<td>Andrea Freeman</td>
<td>Policy Director</td>
<td><a href="mailto:afreeman@publichealthwm.org">afreeman@publichealthwm.org</a></td>
<td>978-895-0960</td>
</tr>
</tbody>
</table>
QUESTIONS?