Community Needs and Resources

Baystate Wing

January 2023
Baystate Wing Hospital Service Area

Hampden County
• Brimfield
• Hampden
• Holland
• Ludlow
• Monson
• Palmer
• Wales
• Wilbraham

Hampshire County
• Belchertown
• Ware

Worcester County
• Brookfield
• East Brookfield
• Hardwick
• New Braintree
• North Brookfield
• Warren
• West Brookfield
Census Data
Census Data: Age

Total Population: 117,593

Median Age
Baystate Wing Area
The median age of Our Community is 44.0 years-old.

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

Number of Children Under 5 Years
Baystate Wing Area
6,017 children under 5 yrs

Median age of the population versus U.S. for the 23-ZCTA area (ACS 2015-2019).

United States 6%
5% of Our Community are children under 5 yrs old
Children under 5-years-old for the 23-ZCTA area (ACS 2015-2019).

Number of Seniors in Our Community
Baystate Wing Area
21,935 seniors

United States 16%
18% of Our Community are seniors 65+ yrs old
Seniors ages 65 years and older for the 23-ZCTA area (ACS 2016-2019).

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

Race & Ethnicity in Wing Area

- White Non Hispanic: 91%
- Hispanic: 5%
- Other Non Hispanic: 3%
- Black Non Hispanic: 1%

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

Top 10 Languages Spoken in Wing Area

91% speak English only

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

Percent of Population with High School Education
Baystate Wing 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 Wing Area

$96,067
U.S. Dollars

OUR COMMUNITY
$96,067

MASSACHUSETTS
$103,126

UNITED STATES
$77,263

Median family income for the 23-ZCTA area (ACS 2015-2019).

People Living in Poverty
Baystate Wing Area

7% 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 Wing Area

No Insurance
2.1%

Public Insurance
31.5%

Private Insurance
61.9%

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

Source: Broadstreet, ACS 2015-2019
Baystate Wing Profile

COVID-19 Data
COVID Data: Baystate Wing Area

Total Population: 117,593

Total COVID Cases: 33,039

Total COVID Deaths: 188*
*death total from 2020 & 2021 only.

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

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

- Primary Series
- First Booster
- Second Booster

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Primary Series</th>
<th>First Booster</th>
<th>Second Booster</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4 Years</td>
<td>6%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>5-11 Years</td>
<td>9%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>12-15 Years</td>
<td>36%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>16-19 Years</td>
<td>71%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>20-29 Years</td>
<td>68%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>30-49 Years</td>
<td>79%</td>
<td>9%</td>
<td>23%</td>
</tr>
<tr>
<td>50-64 Years</td>
<td>79%</td>
<td>52%</td>
<td>51%</td>
</tr>
<tr>
<td>65-74 Years</td>
<td>97%</td>
<td>80%</td>
<td>51%</td>
</tr>
<tr>
<td>75+ Years</td>
<td>94%</td>
<td>79%</td>
<td>53%</td>
</tr>
<tr>
<td>Total</td>
<td>72%</td>
<td>44%</td>
<td>19%</td>
</tr>
</tbody>
</table>

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 Wing service area, there were 434 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 Wing towns or have good representation from priority populations.*
CCIS Data: Baystate Wing Area

Worried about Basic Need Expenses (N=434)

- % worried about paying for 1 or more types of **expense or bills** in the coming weeks: 41%
- % worried about getting **food or groceries** in the coming weeks: 25%
- % worried about getting **broadband** in the coming weeks: 17%
- % worried about getting **medication** in the coming weeks: 12%
Impact on Income and Jobs (N=434)

- % worried about paying **mortgages, rent, or utilities** related expense: 29%
- % worried they may have to **move out** of where they live in the next few months: 18%
- % of employed residents who experienced **reduced work hours**: 13%
- % of employed residents who experienced **job loss**: 6%
CCIS Data: Baystate Wing Area

Impact on Health (N=434)

- % 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%
CCIS Data: Baystate Wing Area

Substance Use (N=434)

- % used **alcohol** in the past 30 days: 51%
- % of current substance users who said they are now using **more substances** than before the pandemic: 41%
- % used **marijuana** in the past 30 days: 15%
- % used conventional **tobacco** in the past 30 days: 10%
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.
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 and resource pages are on the horizon!
413Cares Overall 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 the Wing Area?

<table>
<thead>
<tr>
<th>Search categories (all time) in Wing area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing 37%</td>
</tr>
<tr>
<td>Money 8%</td>
</tr>
<tr>
<td>Care 7%</td>
</tr>
<tr>
<td>Goods 4%</td>
</tr>
<tr>
<td>Transit 5%</td>
</tr>
<tr>
<td>Legal 3%</td>
</tr>
<tr>
<td>Education 1%</td>
</tr>
<tr>
<td>Food 19%</td>
</tr>
<tr>
<td>Health 13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Search terms (all time) in Wing area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term</td>
</tr>
<tr>
<td>housing</td>
</tr>
<tr>
<td>food</td>
</tr>
<tr>
<td>home renters</td>
</tr>
<tr>
<td>food pantry</td>
</tr>
<tr>
<td>help paying for housing</td>
</tr>
<tr>
<td>help find housing</td>
</tr>
<tr>
<td>transportation</td>
</tr>
<tr>
<td>emergency food</td>
</tr>
<tr>
<td>food delivery</td>
</tr>
<tr>
<td>housing vouchers</td>
</tr>
<tr>
<td>help pay for utilities</td>
</tr>
<tr>
<td>rent</td>
</tr>
<tr>
<td>money</td>
</tr>
<tr>
<td>provider</td>
</tr>
<tr>
<td>help pay for food</td>
</tr>
</tbody>
</table>
Wing Area Programs on 413Cares

- **646** programs serving the Wing area on 413Cares
- **342** 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>70</td>
<td>140</td>
<td>39</td>
<td>23</td>
<td>345</td>
<td>121</td>
<td>447</td>
<td>253</td>
<td>90</td>
<td>57</td>
</tr>
</tbody>
</table>

Local = Programs that provide services throughout a county, city, or a postal/zip code.
413Cares Supporting the Wing Area

- Raising awareness of existing services
- Connecting people to needed services and programs
- Connecting service providers to each other
Community HELP Supporting the Wing Area

➢ Findhelp version used by UMASS Memorial in Worcester
➢ Connecting providers, patients and caregivers to needed services
➢ For more information:

Go to: www.communityhelp.net

Contact: Kathy Franco-Anthony
Sr. Project Manager
Kathleen.franco-anthony@umassmemorial.org
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**
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 Wing Community Health Needs Assessment

Contact Us

Jessica Collins  
Executive Director  
jcollins@publichealthwm.org  
413-794-2520

Liv Anna Homstead  
413Cares Manager  
LHomstead@publichealthwm.org  
413-795-0594

Sarita Hudson  
Senior Director of Programs & Development  
shudson@publichealthwm.org  
413-794-7600

Andrea Freeman  
Policy Director  
afreeman@publichealthwm.org  
978-895-0960
QUESTIONS?