Community Needs and Resources

Baystate Medical Center

January 2023
Baystate Medical Center Service Area

Hampden County
- Agawam
- Blandford
- Brimfield
- Chester
- Chicopee
- East Longmeadow
- Granville
- Hampden
- Holland
- Holyoke
- Longmeadow
- Ludlow

Hampshire County
- South Hadley
- Granby

Hampden County
- Monson
- Montgomery
- Palmer
- Russell
- Southwick
- Springfield
- Tolland
- Wales
- Westfield
- West Springfield
- Wilbraham
Census Data
Census Data: Age

Total Population: 491,908

Median Age
Baystate Medical Center

The median age of Our Community is 39.0 years-old

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

Number of Children Under 5 Years
Baystate Medical Center

27,011 children under 5 yrs

5% of Our Community are children under 5 yrs old

Number of Seniors in Our Community
Baystate Medical Center

81,584 seniors

17% of Our Community are seniors 65+ yrs old

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

Race/Ethnicity in BMC Area

- White Non Hispanic: 60%
- Hispanic: 23%
- Black Non Hispanic: 8%
- Other Non Hispanic: 9%

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

Top 10 Languages Spoken in Noble Area

- English
- Spanish
- Russian
- Portuguese
- French
- Chinese
- Vietnamese
- Polish
- Other Slavic
- Italian

77% 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 Medical Center

86% 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 Medical Center

$73,305
U.S. Dollars

OUR COMMUNITY
$73,305
MASSACHUSETTS
$103,126
$77,263
UNITED STATES

People Living in Poverty
Baystate Medical Center

16% of people in Our Community are living in poverty

Percent of population living below 100% federal poverty level in our 41-ZCTA area (ACS 2015-2019).

Source: Broadstreet, ACS 2015-2019

compared to 22% of US population
Census Data: Health

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

Source: Broadstreet, ACS 2015-2019
BMC Area
Profile

COVID-19 Data
COVID Data: BMC Area

Total Population: **490,085**

Total COVID Cases: **175,679**

Total COVID Deaths: **1518**
*death total from 2020 & 2021 only.*

**Source:** MA Department of Public Health [Covid-19 Response Reporting](https://www.mass.gov), January 2023
Vaccination Rates by Race/Ethnicity in BMC Area

Source: MA Department of Public Health Covid-19 Response Reporting, January 2023
Vaccination Rates by Age in BMC Area

Source: MA Department of Public Health Covid-19 Response Reporting, January 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 the BMC Area, there were **2,376 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 BMC Area or have good representation from priority populations.*
Worried about Basic Need Expenses (N=2376)

- % worried about paying for 1 or more types of expense or bills in the coming weeks: 49%
- % worried about getting food or groceries in the coming weeks: 31%
- % worried about getting medication in the coming weeks: 18%
- % worried about getting broadband in the coming weeks: 17%
Impact on Income and Jobs (N=2376)

- 37% worried about paying mortgages, rent, or utilities related expense
- 20% worried they may have to move out of where they live in the next few months
- 16% of employed residents who experienced reduced work hours
- 7% of employed residents who experienced job loss
CCIS Data: BMC Area

Impact on Health (N=2376)

- % with 15 or more poor mental health in the past 30 days: 36%
- % who had not gotten the medical care that they needed since July of 2020: 17%
CCIS Data: BMC Area

Substance Use (N=2376)

- % used alcohol in the past 30 days: 45%
- % of current substance users who said they are now using more substances than before the pandemic: 40%
- % used marijuana in the last 30 days: 15%
- % used conventional tobacco in the last 30 days: 11%
BMC Area Profile

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
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>
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</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>
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</tbody>
</table>
What are people searching for in the BMC Area?

Search categories (all time) in BMC Area

- Housing 36%
- Food 18%
- Care 8%
- Goods 6%
- Money 6%
- Transit 4%
- Work 3%
- Legal 3%
- Education 3%

Search terms (all time) in BMC Area

<table>
<thead>
<tr>
<th>Term</th>
<th>Searches</th>
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<tbody>
<tr>
<td>housing</td>
<td>2,209</td>
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<tr>
<td>food</td>
<td>1,831</td>
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<tr>
<td>help find housing</td>
<td>849</td>
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<tr>
<td>food pantry</td>
<td>810</td>
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<tr>
<td>help pay for housing</td>
<td>612</td>
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<tr>
<td>transportation</td>
<td>418</td>
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<tr>
<td>emergency food</td>
<td>390</td>
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<tr>
<td>food delivery</td>
<td>376</td>
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<tr>
<td>help pay for utilities</td>
<td>366</td>
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<tr>
<td>shelter</td>
<td>343</td>
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<tr>
<td>temporary shelter</td>
<td>322</td>
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<tr>
<td>housing vouchers</td>
<td>256</td>
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<tr>
<td>clothing</td>
<td>240</td>
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<tr>
<td>rent</td>
<td>232</td>
</tr>
<tr>
<td>financial assistance</td>
<td>225</td>
</tr>
</tbody>
</table>
BMC Area Programs on 413Cares

- **1,431** programs serving BMC Area on 413Cares
- **573** 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>
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<td></td>
<td>42</td>
<td>92</td>
<td>19</td>
<td>15</td>
<td>201</td>
<td>95</td>
<td>256</td>
<td>160</td>
<td>63</td>
<td>40</td>
</tr>
</tbody>
</table>

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

- 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 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 Medical Center Community Health Needs Assessment

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QUESTIONS?