Census Data
Census Data: Age

Total Population: 21,291

**Median Age**

**Ludlow**

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**

**Ludlow**

**833**

3.9% of our Community are children under 5 yrs old

**Number of Seniors in Our Community**

**Ludlow**

**4,334**

20.4% of our Community are senior 65+ yrs old

*Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)*
*Source: Broadstreet, ACS 2015-2019*
Census Data: Race & Ethnicity in Ludlow

Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)
Languages Spoken at Home in Ludlow

- English Only: 76%
- Spanish: 7%
- Other Languages: 17%

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

Percent of Population with High School Education
Ludlow

83% 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
Ludlow

$86,864
U.S. Dollars

OUR COMMUNITY
$86,864
MASSACHUSETTS
$103,126
UNITED STATES
$77,263

Low Income Status
Ludlow

13% of people in Our Community are low income*

Median family income for the 1-ZCTA area (ACS 2015-2019).

Percent of population living below 150% federal poverty level in the 1-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
COVID-19 Data
COVID Data: Ludlow

Total Population: **21,002**

Total COVID Cases: **7,085**

Total COVID Deaths: **29***

*death total from 2020 & 2021 only.

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

Source: MA Department of Public Health Covid-19 Response Reporting, October 2022
Vaccination Rates By Age in Ludlow

Source: MA Department of Public Health Covid-19 Response Reporting, October 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 Ludlow, there were 62 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 Ludlow or have good representation from priority populations.*
Worried about Basic Need Expenses (N=62)

- % worried about paying for 1 or more types of expenses or bills in the coming few weeks: 47%
- % worried about getting food or groceries in the coming weeks: 27%
- % worried about getting medication in the coming weeks: 18%
- % worried about getting broadband in the coming weeks: 15%
CCIS Data: Ludlow

Impact on Income and Jobs (N=62)

- % of employed residents who experienced job loss: 18%
- % worried about paying mortgage, rent, or utilities related expenses: 36%
CCIS Data: Ludlow

Impact on Health (N=62)

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

32%

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

28%
CCIS Data: Ludlow

Substance Use (N=62)

% used **alcohol** in the past 30 days: 44%

% used conventional **tobacco** in the past 30 days: 13%
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
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 Ludlow?

Search categories (all time) in Ludlow

- Food 33%
- Housing 27%
- Transit 6%
- Care 5%
- Money 3%
- Goods 2%
- Work 2%
- Education 2%
- Legal 1%
- Health 19%

Search terms (all time) in Ludlow

<table>
<thead>
<tr>
<th>Term</th>
<th>Searches</th>
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<tbody>
<tr>
<td>food</td>
<td>24</td>
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<tr>
<td>housing</td>
<td>15</td>
</tr>
<tr>
<td>food delivery</td>
<td>14</td>
</tr>
<tr>
<td>grant for people</td>
<td>14</td>
</tr>
<tr>
<td>food pantry</td>
<td>12</td>
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<tr>
<td>transportation</td>
<td>11</td>
</tr>
<tr>
<td>help pay for food</td>
<td>11</td>
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<tr>
<td>transitional income</td>
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<tr>
<td>heating</td>
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<td>housing assistance</td>
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<td>help find housing</td>
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<tr>
<td>government food</td>
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<td>utility bills</td>
<td>5</td>
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<tr>
<td>men batterer program</td>
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</tr>
<tr>
<td>michael j. dias</td>
<td>5</td>
</tr>
</tbody>
</table>
Ludlow Programs on 413Cares

- **564** programs serving Ludlow on 413Cares
- **269** programs are claimed

<table>
<thead>
<tr>
<th># of 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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</thead>
<tbody>
<tr>
<td></td>
<td>39</td>
<td>100</td>
<td>28</td>
<td>16</td>
<td>288</td>
<td>88</td>
<td>345</td>
<td>189</td>
<td>63</td>
<td>42</td>
</tr>
</tbody>
</table>

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

- 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 Wing Community Health Needs Assessment**

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QUESTIONS?