Community Needs and Resources

HOLYOKE

January 2023
Census Data
# Census Data: Age

## Total Population: 40,241

<table>
<thead>
<tr>
<th>Median Age</th>
<th>Number of Children Under 5 Years</th>
<th>Number of Seniors in Our Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holyoke</td>
<td>2,538</td>
<td>6,054</td>
</tr>
</tbody>
</table>

- **Median Age**
  - Holyoke: 35.0 years-old
  - This is younger than the U.S. median age of 38.1 years.

- **Number of Children Under 5 Years**
  - Holyoke: 2,538
  - 6.3% of our Community are children under 5 yrs old

- **Number of Seniors in Our Community**
  - Holyoke: 6,054
  - 15.1% of our Community are senior 65+ yrs old

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

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

Languages Spoken at Home in Holyoke

- Spanish: 43%
- English Only: 54%
- Other Languages: 3%

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

Percent of Population with High School Education
Holyoke

79% 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
Holyoke ↓

$49,481
U.S. Dollars

OUR COMMUNITY
$49,481
MASSACHUSETTS
$103,126
UNITED STATES

$77,263

Low Income Status
Holyoke ↓

42% of people in Our Community are low income*

OUR COMMUNITY U.S. BENCHMARK

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
Holyoke Profile

COVID-19 Data
COVID Data: Holyoke

Total Population: 38,238

Total COVID Cases: 15,406

Total COVID Deaths: 260*
*death total from 2020 & 2021 only.

Holyoke Covid-19 Vaccination Rates

- Primary Series:
  - Holyoke: 76%
  - Massachusetts: 82%

- 1st Booster:
  - Holyoke: 36%
  - Massachusetts: 54%

- 2nd Booster:
  - Holyoke: 8%
  - Massachusetts: 16%

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

- **Primary Series**
  - Total Population (38238): 71%
  - AI/AN (39): 64%
  - Asian (399): 78%
  - Black (1140): 63%
  - Hispanic (19601): 54%
  - Multi-Race (848): 52%
  - White (16187): 79%

- **First Booster**
  - Total Population (38238): 38%
  - AI/AN (39): 36%
  - Asian (399): 43%
  - Black (1140): 31%
  - Hispanic (19601): 24%
  - Multi-Race (848): 34%
  - White (16187): 52%

- **Second Booster**
  - Total Population (38238): 10%
  - AI/AN (39): 5%
  - Asian (399): 4%
  - Black (1140): 6%
  - Hispanic (19601): 4%
  - Multi-Race (848): 10%
  - White (16187): 16%

Source: MA Department of Public Health [Covid-19 Response Reporting](https://www.mass.gov), October 2022
Vaccination Rates By Age in Holyoke

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Primary Series</th>
<th>First Booster</th>
<th>Second Booster</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4 Years</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>5-11 Years</td>
<td>40%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>12-15 Years</td>
<td>68%</td>
<td>19%</td>
<td>1%</td>
</tr>
<tr>
<td>16-19 Years</td>
<td>66%</td>
<td>27%</td>
<td>1%</td>
</tr>
<tr>
<td>20-29 Years</td>
<td>62%</td>
<td>23%</td>
<td>1%</td>
</tr>
<tr>
<td>30-49 Years</td>
<td>75%</td>
<td>36%</td>
<td>3%</td>
</tr>
<tr>
<td>50-64 Years</td>
<td>58%</td>
<td>17%</td>
<td>33%</td>
</tr>
<tr>
<td>65-74 Years</td>
<td>91%</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>75+ Years</td>
<td>96%</td>
<td>70%</td>
<td>35%</td>
</tr>
<tr>
<td>Total</td>
<td>71%</td>
<td>71%</td>
<td>38%</td>
</tr>
</tbody>
</table>

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 Holyoke, there were 329 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 Holyoke or have good representation from priority populations.*
Worried about Basic Need Expenses (N=329)

- % worried about paying for 1 or more types of expense or bills in the coming few weeks: 48%
- % worried about getting food or groceries in the coming weeks: 33%
- % worried about getting medication in the coming weeks: 23%
- % worried about getting broadband in the coming weeks: 18%
Impact on Income and Jobs (N=329)

- % worried about paying mortgage, rent, or utilities related expenses: 39%
- % worried they may have to move out of where they live in the next few months: 20%
- % of employed residents who experienced reduced work hours: 8%
- % of employed residents who experienced job loss: 7%
CCIS Data: Holyoke

Impact on Health (N=329)

- % with 15 or more poor mental health in the past 30 days: 38%
- % who had not gotten the medical care that they needed since July of 2020: 15%
CCIS Data: Holyoke

Substance Use (N=329)

- % of current substance users who said they are now using more substances than before the pandemic: 49%
- % used alcohol in the past 30 days: 38%
- % used marijuana in the past 30 days: 21%
- % 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

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 Holyoke?

Search categories (all time) in Holyoke

- Housing: 36%
- Food: 17%
- Health: 12%
- Transit: 4%
- Education: 3%
- Care: 8%
- Goods: 7%
- Money: 5%
- Legal: 4%

Search terms (all time) in Holyoke

<table>
<thead>
<tr>
<th>Term</th>
<th>Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>food</td>
<td>281</td>
</tr>
<tr>
<td>housing</td>
<td>258</td>
</tr>
<tr>
<td>shelter</td>
<td>130</td>
</tr>
<tr>
<td>help find housing</td>
<td>112</td>
</tr>
<tr>
<td>food pantry</td>
<td>92</td>
</tr>
<tr>
<td>help pay for housing</td>
<td>83</td>
</tr>
<tr>
<td>shelters</td>
<td>64</td>
</tr>
<tr>
<td>temporary shelter</td>
<td>62</td>
</tr>
<tr>
<td>transportation</td>
<td>55</td>
</tr>
<tr>
<td>emergency food</td>
<td>54</td>
</tr>
<tr>
<td>clothing</td>
<td>50</td>
</tr>
<tr>
<td>masshire</td>
<td>42</td>
</tr>
<tr>
<td>help pay for utilities</td>
<td>42</td>
</tr>
<tr>
<td>furniture</td>
<td>41</td>
</tr>
<tr>
<td>rent</td>
<td>39</td>
</tr>
</tbody>
</table>
Holyoke Programs on 413Cares

- **600** programs serving Holyoke on 413Cares
- **237** 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>22</td>
<td>55</td>
<td>13</td>
<td>14</td>
<td>155</td>
<td>57</td>
<td>181</td>
<td>101</td>
<td>40</td>
<td>28</td>
</tr>
</tbody>
</table>

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

- 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**

```
413Cares.org
Connecting YOU with Resources
An Online Community Resource Database For the 413!

GO TO 413Cares.org
Critical information, resources and referrals
Resources Available

GO TO 413Cares.org
Scan with the camera app on your smartphone.

413Cares is an online resource managed by the Public Health Institute of Western Massachusetts

Keyword or program name
Enter your ZIP code
SEARCH
```
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 Holyoke Community Health Needs Assessment**

https://dashboards.mysidewalk.com/community-health-needs-assessment-5367ef8d9744
Contact Us

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

Liv Anna Homstead
413Cares Manager
LHomestead@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?