Community Needs and Resources

GREENFIELD

January 2023
Census Data: Age

Total Population: 17,768

Median Age
Greenfield

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
Greenfield
936

5.4% of our Community are children under 5 yrs old

Number of Seniors in Our Community
Greenfield
3,869

22.3% 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 Greenfield

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

Languages Spoken at Home in Greenfield

- English Only: 92%
- Spanish: 3%
- Other Languages: 5%

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

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
Greenfield

$78,218
U.S. Dollars

OUR COMMUNITY
$78,218

MASSACHUSETTS
$103,126

$77,263
UNITED STATES

Low Income Status
Greenfield

22% of people in Our Community are low income

Percent of population living below 150% federal poverty level in the 1-city area (ACS 2015-2019).

Source: Broadstreet, ACS 2015-2019

compared to 22% of US population
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: Greenfield

Total Population: 17,768

Total COVID Cases: 4,169

Total COVID Deaths: 68*
*death total from 2020 & 2021 only.

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

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Primary Series</th>
<th>First Booster</th>
<th>Second Booster</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>72%</td>
<td>47%</td>
<td>19%</td>
</tr>
<tr>
<td>AI/AN</td>
<td>54%</td>
<td>17%</td>
<td>3%</td>
</tr>
<tr>
<td>Asian</td>
<td>65%</td>
<td>40%</td>
<td>10%</td>
</tr>
<tr>
<td>Black</td>
<td>48%</td>
<td>22%</td>
<td>6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>47%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>Multi-Race</td>
<td>35%</td>
<td>25%</td>
<td>11%</td>
</tr>
<tr>
<td>White</td>
<td>74%</td>
<td>50%</td>
<td>21%</td>
</tr>
</tbody>
</table>

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

<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 (866)</td>
<td>75%</td>
<td>33%</td>
<td>2%</td>
</tr>
<tr>
<td>5-11 Years (1205)</td>
<td>46%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>12-15 Years (707)</td>
<td>71%</td>
<td>36%</td>
<td>2%</td>
</tr>
<tr>
<td>16-19 Years (687)</td>
<td>65%</td>
<td>31%</td>
<td>3%</td>
</tr>
<tr>
<td>20-29 Years (1993)</td>
<td>47%</td>
<td>8%</td>
<td>47%</td>
</tr>
<tr>
<td>30-49 Years (4527)</td>
<td>79%</td>
<td>57%</td>
<td>21%</td>
</tr>
<tr>
<td>50-64 Years (3778)</td>
<td>83%</td>
<td>79%</td>
<td>43%</td>
</tr>
<tr>
<td>65-74 Years (2348)</td>
<td>96%</td>
<td>79%</td>
<td>42%</td>
</tr>
<tr>
<td>75+ Years (1654)</td>
<td>86%</td>
<td>71%</td>
<td>42%</td>
</tr>
<tr>
<td>Total (17768)</td>
<td>75%</td>
<td>48%</td>
<td>17%</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 Greenfield**, there were **246 respondents**.

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*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 Greenfield or have good representation from priority populations.*
CCIS Data: Greenfield

Worried about Basic Need Expenses (N=246)

- 41% worried about paying for 1 or more types of expense or bills in the coming few weeks.
- 22% worried about getting food or groceries in the coming weeks.
- 9% worried about getting medication in the coming weeks.
- 9% worried about getting broadband in the coming weeks.
CCIS Data: Greenfield

Impact on Income and Jobs (N=246)

- 32% worried about paying mortgage, rent, or utilities related expenses
- 19% worried they may have to move out of where they live in the next few months
- 17% of employed residents who experienced reduced work hours
- 10% of employed residents who experienced job loss
CCIS Data: Greenfield

Impact on Health (N=246)

% with 15 or more poor **mental health** in the past 30 days: 40%

% who had not gotten the **medical care** that they needed since July of 2020: 19%
CCIS Data: Greenfield

Substance Use (N=246)

- % used **alcohol** in the past 30 days: 49%
- % of current substance users who said they are now using **more substances** than before the pandemic: 44%
- % used **marijuana** in the past 30 days: 22%
- % used conventional **tobacco** in the past 30 days: 10%
Greenfield 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

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 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 Greenfield?

Search categories (all time) in Greenfield:
- Housing: 31%
- Food: 25%
- Care: 9%
- Money: 4%
- Legal: 1%
- Transit: 4%
- Education: 2%
- Work: 2%

Search terms (all time) in Greenfield:
- housing: 70
- food: 63
- food delivery: 36
- food pantry: 28
- computer: 18
- domestic violence: 17
- help pay for housing: 16
- emergency food: 15
- transportation: 14
- help find housing: 14
- housing -> limited mobility: 12
- salasin project: 12
- help pay for utilities: 12
- help pay for food: 10
Greenfield Programs on 413Cares

- **470** programs serving Greenfield on 413Cares
- **206** 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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13</td>
<td>29</td>
<td>6</td>
<td>4</td>
<td>54</td>
<td>29</td>
<td>74</td>
<td>39</td>
<td>15</td>
<td>18</td>
</tr>
</tbody>
</table>

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

- 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
  o To schedule a training, contact 413Cares Staff:
    - Liv Anna Homstead, LHomstead@publichealthwm.org and
    - Francheska Bermudez, FBermudez@publichealthwm.org

• **Distribute materials** – tip cards, posters
  o 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 Franklin 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:LHomstead@publichealthwm.org">LHomstead@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?