Community Needs and Resources

NORTHAMPTON

January 2023
Northampton Profile

Census Data
Census Data: Age

Total Population: 29,571

Median Age
Northampton

The median age of Our Community is

40.0 years-old

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

Number of Children Under 5 Years
Northampton

10,063

2.5% of our Community are children under 5 yrs old

Number of Seniors in Our Community
Northampton

5,441

19.1% 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

Race/Ethnicity in Northampton

- White Non Hispanic: 78%
- Hispanic: 9%
- Black Non Hispanic: 3%
- Other Non Hispanic: 10%

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

Languages Spoken at Home in Northampton

English Only 86%

Spanish 8%

Other Languages 6%

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

Percent of Population with High School Education
Northampton

94% 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
Northampton

$96,973
U.S. Dollars

OUR COMMUNITY
$96,973

MASSACHUSETTS
$103,126

UNITED STATES
$77,263

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

Low Income Status
Northampton

20% 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
Census Data: Health

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

Source: Broadstreet, ACS 2015-2019
Northampton Profile

COVID-19 Data
COVID Data: Northampton

Total Population: 29,571

Total COVID Cases: 6,156

Total COVID Deaths: 78*

*death total from 2020 & 2021 only.

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

- **Primary Series**
- **First Booster**
- **Second Booster**

### Total Population (29571)
- Primary Series: 82%
- First Booster: 60%
- Second Booster: 24%

### AI/AN (34)
- Primary Series: 91%
- First Booster: 61%
- Second Booster: 12%

### Asian (1298)
- Primary Series: 67%
- First Booster: 44%
- Second Booster: 10%

### Black (838)
- Primary Series: 60%
- First Booster: 37%
- Second Booster: 8%

### Hispanic (2673)
- Primary Series: 53%
- First Booster: 31%
- Second Booster: 7%

### Multi-Race (1471)
- Primary Series: 46%
- First Booster: 36%
- Second Booster: 13%

### White (23246)
- Primary Series: 84%
- First Booster: 64%
- Second Booster: 27%

**Source:** MA Department of Public Health [Covid-19 Response Reporting](https://covid19responsereporting.ma.gov), October 2022
Vaccination Rates By Age in Northampton

- **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 (953)</td>
<td>18%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>5-11 Years (1600)</td>
<td>37%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>12-15 Years (1070)</td>
<td>67%</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>16-19 Years (2186)</td>
<td>55%</td>
<td>34%</td>
<td>4%</td>
</tr>
<tr>
<td>20-29 Years (5531)</td>
<td>59%</td>
<td>63%</td>
<td>14%</td>
</tr>
<tr>
<td>30-49 Years (6726)</td>
<td>89%</td>
<td>74%</td>
<td>37%</td>
</tr>
<tr>
<td>50-64 Years (5828)</td>
<td>93%</td>
<td>91%</td>
<td>60%</td>
</tr>
<tr>
<td>65-74 Years (3586)</td>
<td>96%</td>
<td>96%</td>
<td>67%</td>
</tr>
<tr>
<td>75+ Years (2091)</td>
<td>96%</td>
<td>96%</td>
<td>60%</td>
</tr>
<tr>
<td>Total (29571)</td>
<td>82%</td>
<td>60%</td>
<td>24%</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 Northampton, there were **452 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 Northampton or have good representation from priority populations.*
**CCIS Data: Northampton**

<table>
<thead>
<tr>
<th>Expense/Bill Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paying for 1 or more types of expense or bills</td>
<td>36%</td>
</tr>
<tr>
<td>Getting food or groceries</td>
<td>14%</td>
</tr>
<tr>
<td>Getting medication</td>
<td>10%</td>
</tr>
<tr>
<td>Getting broadband</td>
<td>8%</td>
</tr>
</tbody>
</table>

Worried about Basic Need Expenses (N=452)
CCIS Data: Northampton

Impact on Income and Jobs (N=452)

- % worried about paying **mortgage, rent, or utilities** related expenses: 26%
- % worried they may have to **move out** of where they live in the next few months: 19%
- % of employed residents who experienced **reduced work** hours: 15%
- % of employed residents who experienced **job loss**: 12%
CCIS Data: Northampton

Impact on Health (N=452)

- % 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: Northampton

Substance Use (N=452)

- % used **alcohol** in the past 30 days: 59%
- % of current substance users who said they are now using more substances than before the pandemic: 44%
- % used **marijuana** in the past 30 days: 25%
- % used conventional **tobacco** in the past 30 days: 7%
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

<table>
<thead>
<tr>
<th>Advisory Board</th>
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<tbody>
<tr>
<td>Baystate Health</td>
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<tr>
<td>bhn</td>
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<tr>
<td>SENIOR SERVICE</td>
</tr>
<tr>
<td>GRANTHAM CITY LIBRARY</td>
</tr>
<tr>
<td>WORKS</td>
</tr>
<tr>
<td>Square One</td>
</tr>
<tr>
<td>Holyoke Health</td>
</tr>
<tr>
<td>Holyoke Community College</td>
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<tr>
<td>SUNSHINE VILLAGE</td>
</tr>
<tr>
<td>Wayfinders</td>
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<tr>
<td>Condara Center 1977</td>
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<tr>
<td>The Food Bank of Western Massachusetts</td>
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</tbody>
</table>

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<thead>
<tr>
<th>Funders</th>
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</thead>
<tbody>
<tr>
<td>Baystate Health</td>
</tr>
<tr>
<td>ADVANCING CARE. ENHANCING LIVES.</td>
</tr>
<tr>
<td>COMMONWEALTH OF MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH</td>
</tr>
</tbody>
</table>
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 Northampton?

Search categories (all time) in Northampton

- Housing: 30%
- Health: 14%
- Food: 14%
- Money: 6%
- Legal: 4%
- Education: 7%
- Care: 9%
- Transit: 5%
- Work: 5%
- Goods: 6%

Search terms (all time) in Northampton

<table>
<thead>
<tr>
<th>Term</th>
<th>Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>housing</td>
<td>59</td>
</tr>
<tr>
<td>food</td>
<td>33</td>
</tr>
<tr>
<td>help pay for housing</td>
<td>17</td>
</tr>
<tr>
<td>transportation</td>
<td>15</td>
</tr>
<tr>
<td>help find housing</td>
<td>14</td>
</tr>
<tr>
<td>kids</td>
<td>14</td>
</tr>
<tr>
<td>emergency food</td>
<td>13</td>
</tr>
<tr>
<td>senior citizen</td>
<td>13</td>
</tr>
<tr>
<td>school supplies</td>
<td>12</td>
</tr>
<tr>
<td>domestic violence</td>
<td>11</td>
</tr>
<tr>
<td>northampton recovery center</td>
<td>11</td>
</tr>
<tr>
<td>rent</td>
<td>10</td>
</tr>
<tr>
<td>mental health</td>
<td>10</td>
</tr>
<tr>
<td>community action</td>
<td>10</td>
</tr>
<tr>
<td>support network</td>
<td>10</td>
</tr>
</tbody>
</table>
Northampton Programs on 413Cares

- 493 programs serving Northampton on 413Cares
- 237 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>16</td>
<td>49</td>
<td>9</td>
<td>7</td>
<td>82</td>
<td>45</td>
<td>117</td>
<td>57</td>
<td>17</td>
<td>23</td>
</tr>
</tbody>
</table>

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

- 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 CDH Community Health Needs Assessment
Contact Us

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QUESTIONS?