Community Needs and Resources

Baystate Franklin

January 2023
Baystate Franklin Hospital Service Area

Franklin County
- Ashfield
- Bernardston
- Buckland
- Charlemont
- Colrain
- Conway
- Deerfield
- Erving
- Gill
- Greenfield
- Hawley
- Heath
- Leverett
- Leyden
- Monroe
- Montague
- New Salem
- Northfield
- Orange
- Rowe
- Shelburne
- Shutesbury
- Sunderland
- Warwick
- Wendell
- Whately

Worcester County
- Athol
- Petersham
- Phillipston
- Royalston
Baystate Franklin Profile

Census Data
Census Data: Age

Total Population: 83,716

**Median Age**
Baystate Franklin Area

The median age of Our Community is 46.0 years-old.

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

**Number of Children Under 5 Years**
Baystate Franklin Area

3,885 children under 5 yrs

5% of Our Community are children under 5 yrs old

Children under 5-years-old for the 31-ZCTA area (ACS 2015-2019).

**Number of Seniors in Our Community**
Baystate Franklin Area

17,707 seniors

21% of Our Community are seniors 65+ yrs old

Seniors ages 65 years and older for the 31-ZCTA area (ACS 2015-2019).

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

Race/Ethnicity in Franklin Area

- White Non Hispanic: 90%
- Hispanic: 4%
- Other Non Hispanic: 4%
- Black Non Hispanic: 2%

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

Top 10 Languages Spoken in Franklin Area

94% 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 Franklin Area

93% 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 Franklin Area

$78,849
U.S. Dollars

OUR COMMUNITY
$78,849

MASSACHUSETTS
$103,126

UNITED STATES
$77,263

People Living in Poverty
Baystate Franklin Area

10% of people in Our Community are living in poverty

Our Community compared to 22% of US population

Source: Broadstreet, ACS 2015-2019
Census Data: Health

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

Source: Broadstreet, ACS 2015-2019
Baystate Franklin Profile

COVID-19 Data
COVID Data: Baystate Franklin Area

Total Population: **87,144**

Total COVID Cases: **19,157**

Total COVID Deaths: **107**
*death total from 2020 & 2021 only.*

Franklin Area Covid-19 Vaccination Data

- **Primary Series**
  - Franklin Area: 75%
  - Massachusetts: 82%

- **1st Booster**
  - Franklin Area: 49%
  - Massachusetts: 54%

- **2nd Booster**
  - Franklin Area: 25%
  - Massachusetts: 16%

Vaccination Rates by Race/Ethnicity in Franklin Area

Source: MA Department of Public Health Covid-19 Response Reporting, January 2023
Vaccination Rates by Age in Franklin 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 Franklin Area, there were 1,154 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 Franklin Area or have good representation from priority populations.*
CCIS Data: Baystate Franklin Area

Worried about Basic Need Expenses (N=1154)

- 40% worried about paying for 1 or more types of expense or bills in the coming weeks
- 23% worried about getting food or groceries in the coming weeks
- 13% worried about getting broadband in the coming weeks
- 10% worried about getting medication in the coming weeks
### Impact on Income and Jobs (N=1154)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>% worried about paying <strong>mortgages, rent, or utilities</strong> related expense</td>
</tr>
<tr>
<td>17%</td>
<td>% of employed residents who experienced <strong>reduced work hours</strong></td>
</tr>
<tr>
<td>16%</td>
<td>% worried they may have to <strong>move out</strong> of where they live in the next few months</td>
</tr>
<tr>
<td>9%</td>
<td>% of employed residents who experienced <strong>job loss</strong></td>
</tr>
</tbody>
</table>
CCIS Data: Baystate Franklin Area

Impact on Health (N=1154)

- % with 15 or more **poor mental health** in the past 30 days: 34%
- % who had not gotten the **medical care** that they needed since July of 2020: 19%
CCIS Data: Baystate Franklin Area

Substance Use (N=1154)

- % used alcohol in the past 30 days: 55%
- % of current substance users who said they are now using more substances than before the pandemic: 40%
- % used marijuana in the last 30 days: 19%
- % used conventional tobacco in the last 30 days: 16%
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.

COMMONWEALTH OF MASSACHUSETTS
DEPARTMENT OF PUBLIC HEALTH
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 Franklin Area?

Search categories (all time) in Franklin Area

- Housing 34%
- Food 26%
- Care 7%
- Health 12%
- Goods 7%
- Transit 5%
- Money 4%
- Edu... 1%
- Legal 1%

Search terms (all time) in Franklin Area

<table>
<thead>
<tr>
<th>Term</th>
<th>Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>food</td>
<td>114</td>
</tr>
<tr>
<td>housing</td>
<td>110</td>
</tr>
<tr>
<td>food pantry</td>
<td>49</td>
</tr>
<tr>
<td>food delivery</td>
<td>42</td>
</tr>
<tr>
<td>help find housing</td>
<td>36</td>
</tr>
<tr>
<td>help paying for housing</td>
<td>32</td>
</tr>
<tr>
<td>emergency food</td>
<td>24</td>
</tr>
<tr>
<td>transportation</td>
<td>21</td>
</tr>
<tr>
<td>help pay for utilities</td>
<td>21</td>
</tr>
<tr>
<td>domestic violence</td>
<td>19</td>
</tr>
<tr>
<td>help pay for food</td>
<td>19</td>
</tr>
<tr>
<td>computer</td>
<td>18</td>
</tr>
<tr>
<td>rent assistance</td>
<td>17</td>
</tr>
<tr>
<td>valuing our children (voc)</td>
<td>14</td>
</tr>
<tr>
<td>computers</td>
<td>14</td>
</tr>
</tbody>
</table>
Franklin Area Programs on 413Cares

- **1,360** programs serving Franklin Area on 413Cares
- **550** 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>94</td>
<td>108</td>
<td>41</td>
<td>22</td>
<td>343</td>
<td>121</td>
<td>412</td>
<td>224</td>
<td>72</td>
<td>75</td>
<td></td>
</tr>
</tbody>
</table>

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

- 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 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?