

# Community Needs and Resources

**CHICOPEE**

**January 2023**



**PUBLIC HEALTH INSTITUTE  
OF WESTERN MASSACHUSETTS**  
PARTNERS FOR HEALTH EQUITY



**413CARES**  
Connecting People With Resources

# Chicopee Profile

# Census Data



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# Census Data: Age



Total Population: 55,560

## Median Age Chicopee

The median age of  
Our Community is

**40.0**  
years-old

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

Median age of the population versus U.S. for the 1-  
city area (ACS 2015-2019).

*Source: Broadstreet, ACS 2015-2019*

## Number of Children Under 5 Years

Chicopee

**2,752**

**5.0% of our Community** are  
children under 5 yrs old

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

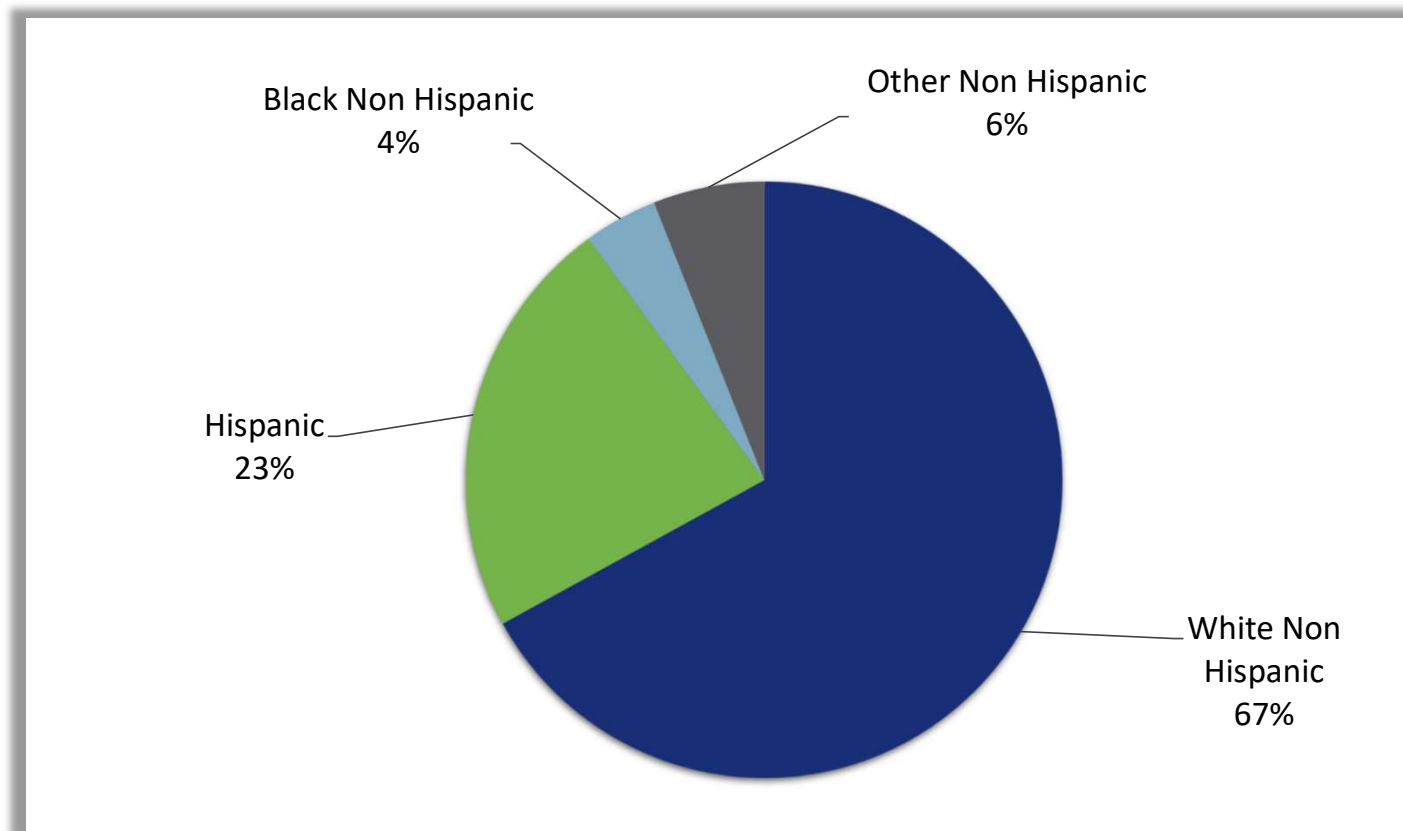
## Number of Seniors in Our Community

Chicopee

**10,524**

**19.1% of our Community**  
are senior 65+ yrs old

# Census: Race & Ethnicity in Chicopee

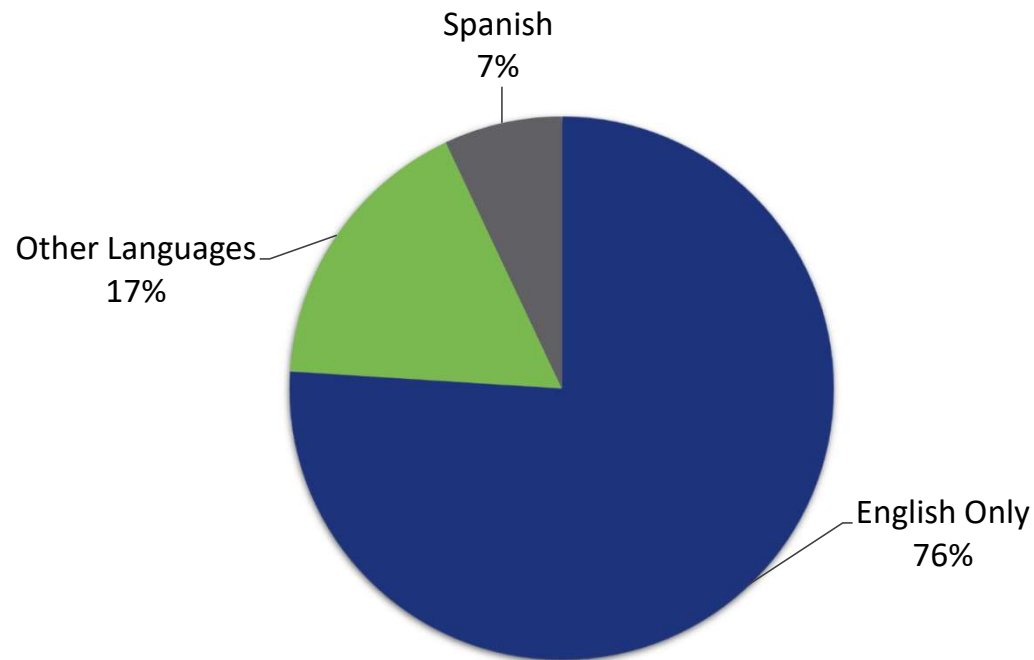


Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

# Census Data: Language

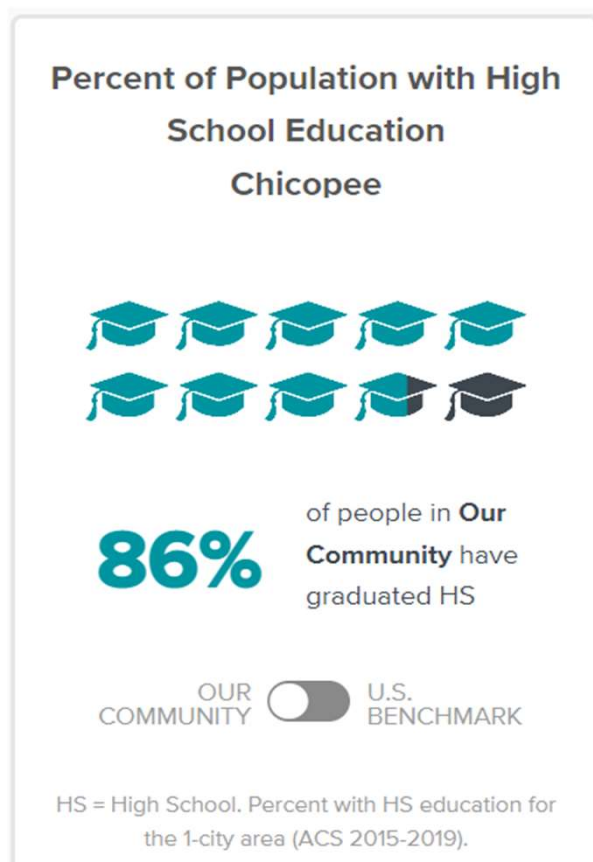


## Languages Spoken at Home in Chicopee



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

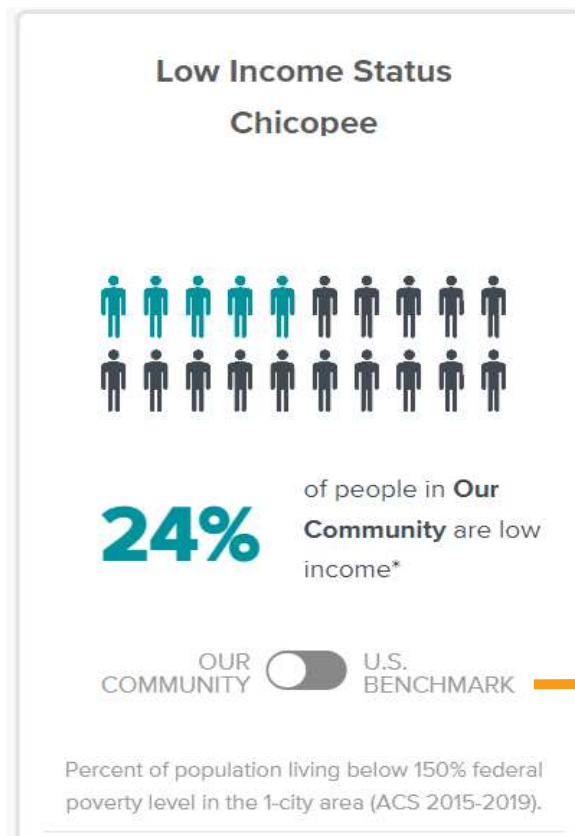
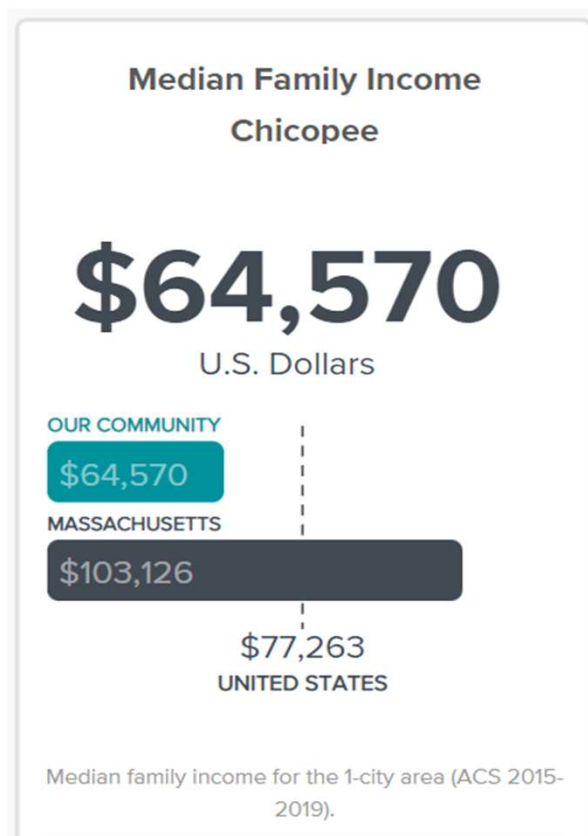
# Census Data: Education



compared to **88%**  
of US population

Source: Broadstreet, ACS 2015-2019

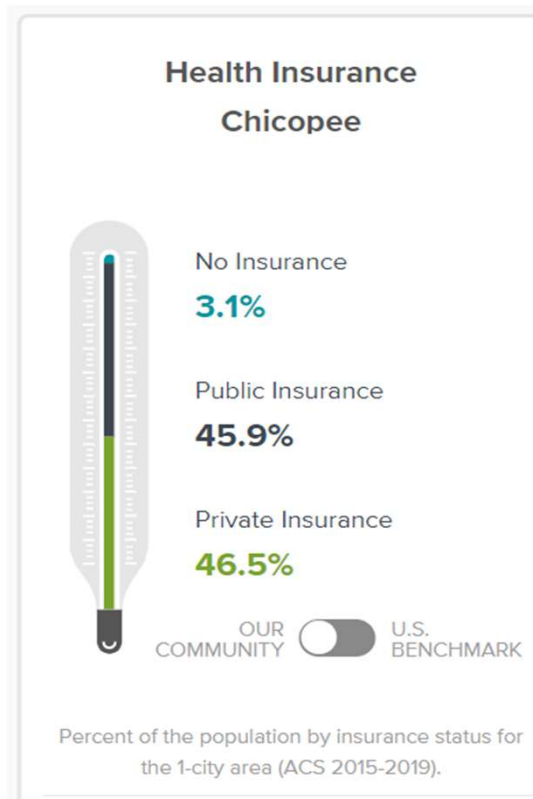
# Census Data: Income



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



# Chicopee Profile

# COVID-19 Data



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# COVID Data: Chicopee

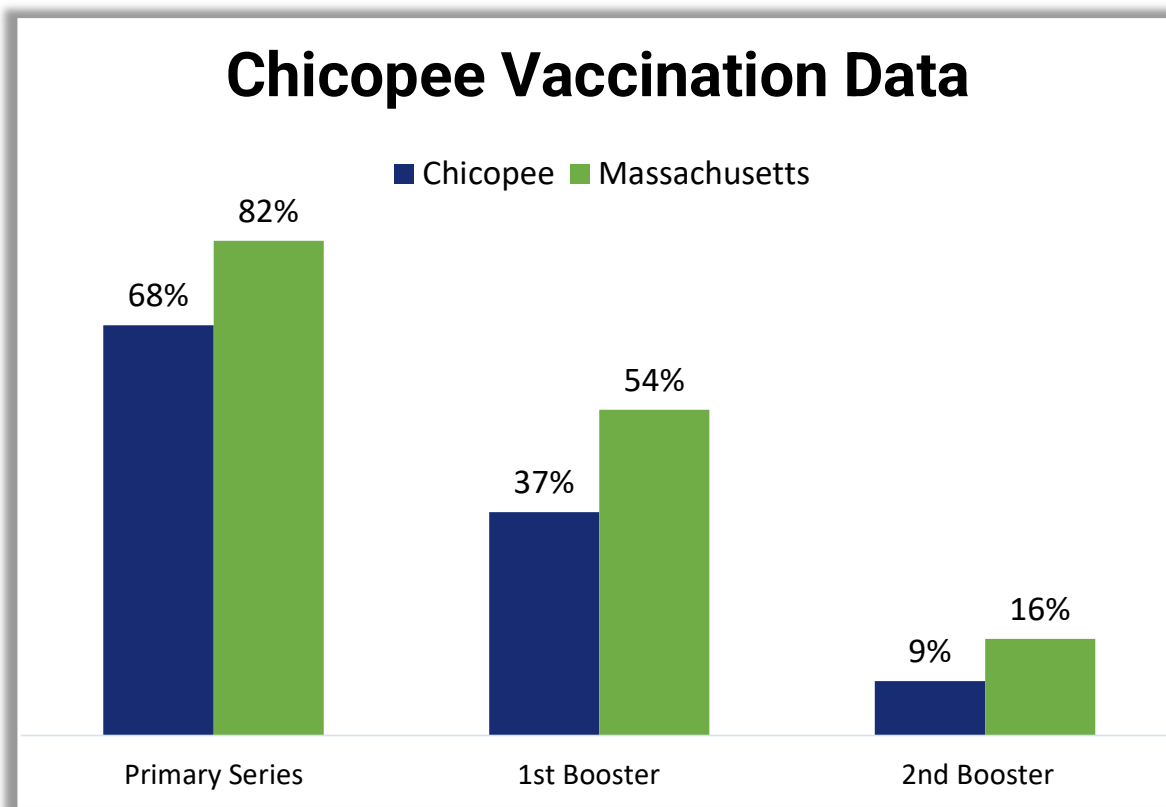


Total Population: **155,929**

Total COVID Cases: **18,992**

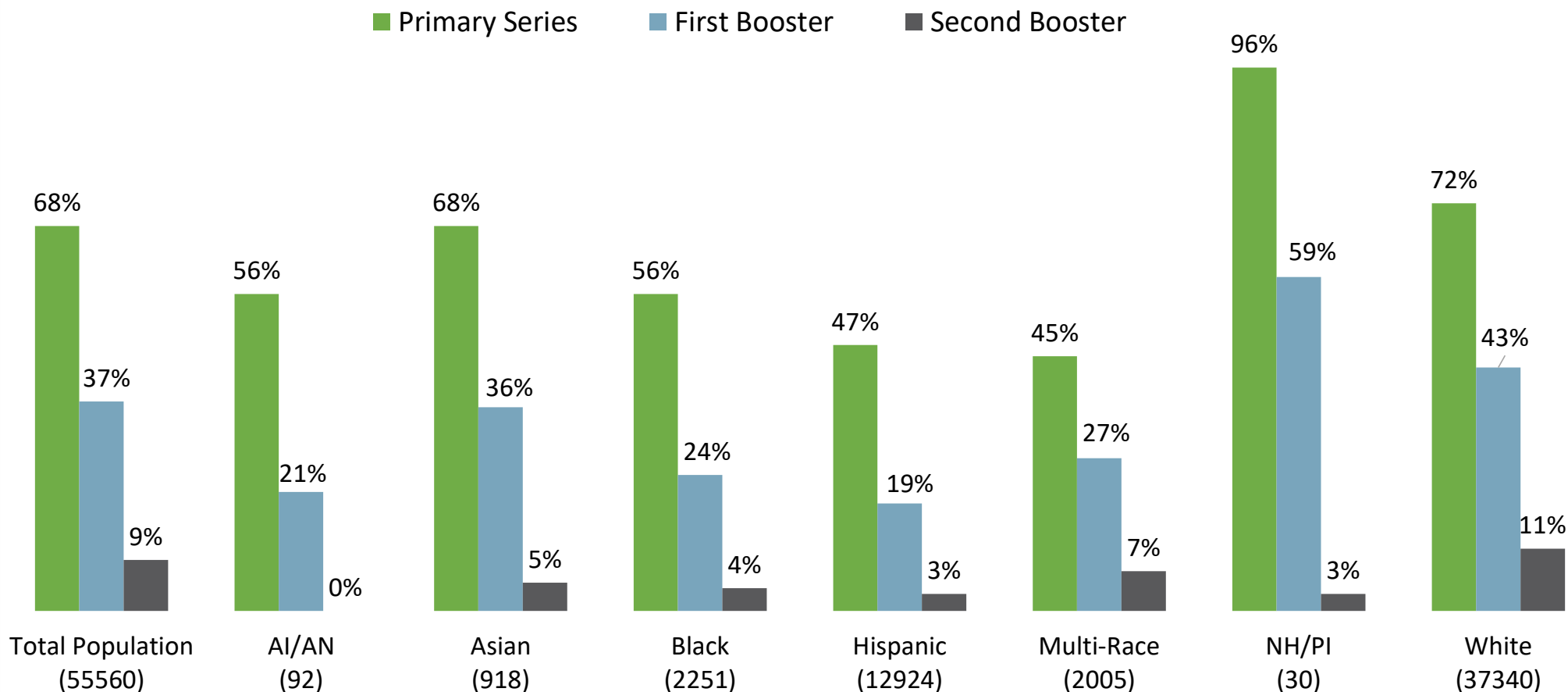
Total COVID Deaths: **135\***

*\*death total from 2020 & 2021 only.*



Source: MA Department of Public Health [Covid-19 Response Reporting](#), October 2022

# Vaccination Rates by Race/Ethnicity in Chicopee

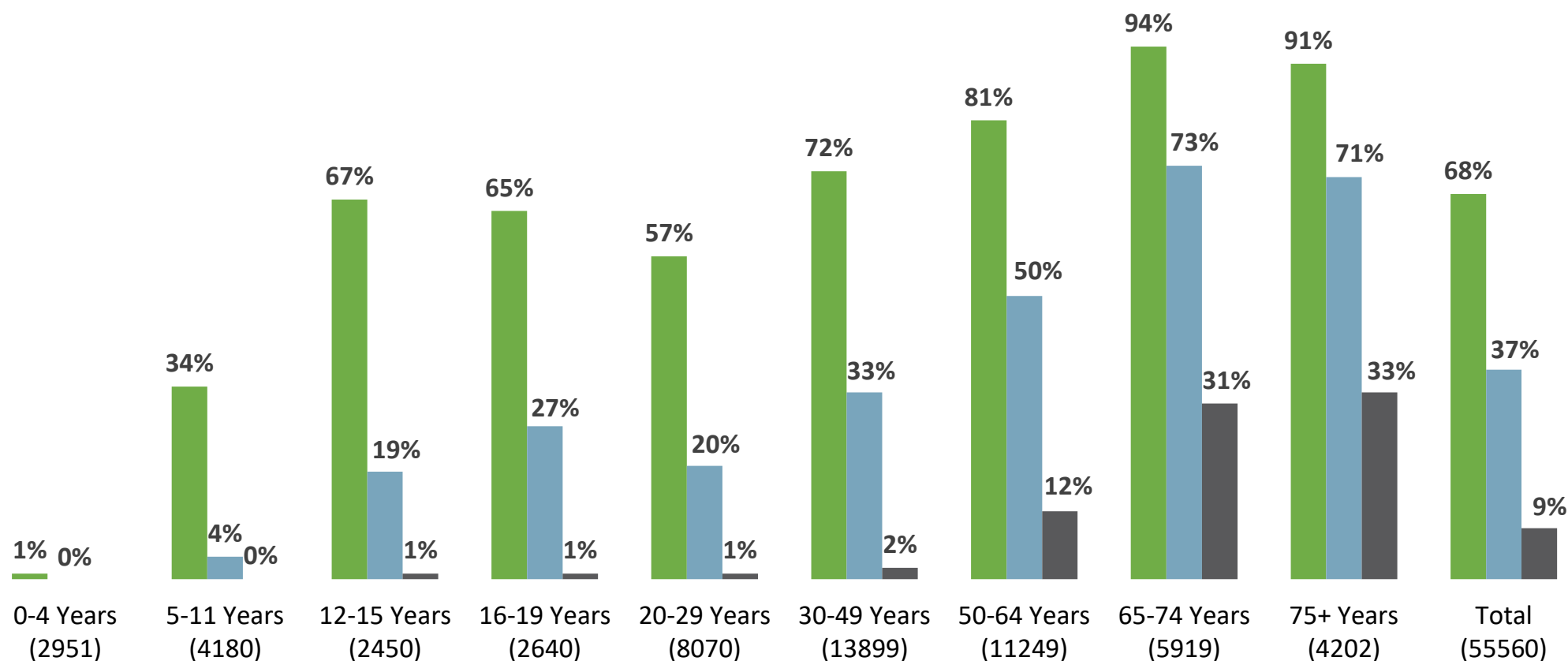


Source: MA Department of Public Health [Covid-19 Response Reporting](#), October 2022

# Vaccination Rates By Age in Chicopee



■ Primary Series    ■ First Booster    ■ Second Booster



Source: MA Department of Public Health [Covid-19 Response Reporting](#), October 2022

# COVID Community Impact Survey (CCIS)

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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

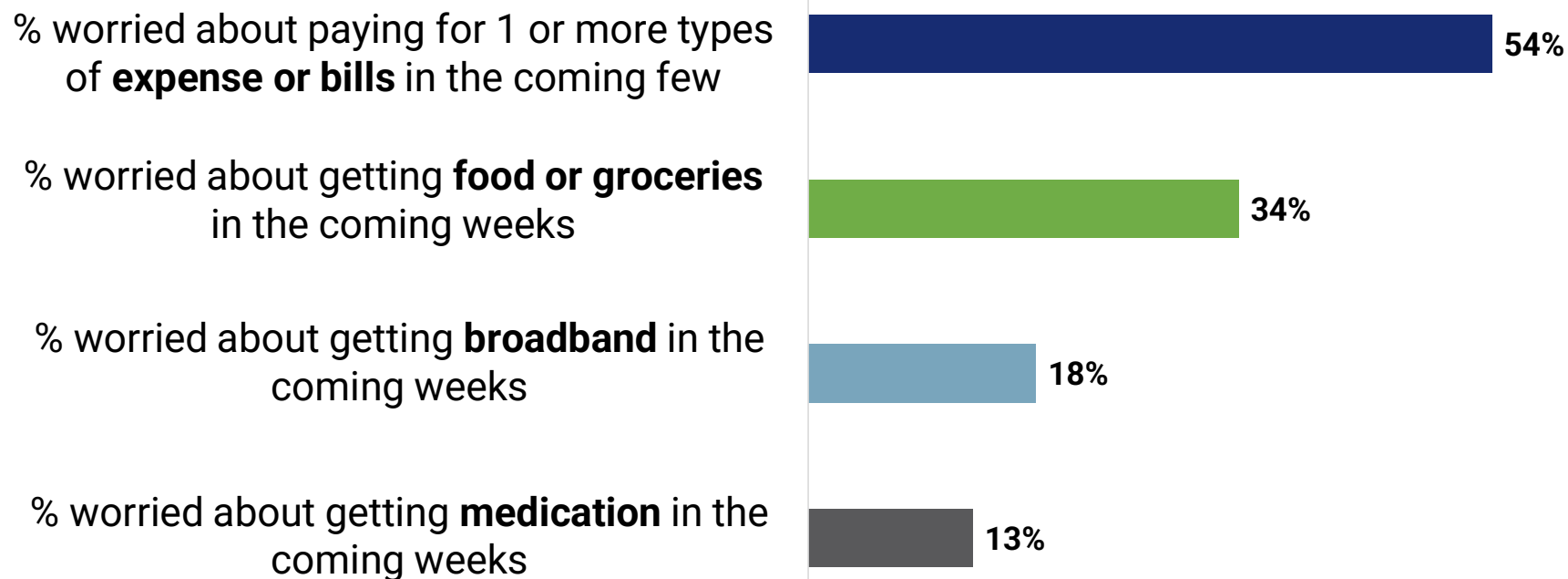
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.
- **In Chicopee, there were 169 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 Chicopee or have good representation from priority populations.*

# CCIS Data: Chicopee



## Worried about Basic Need Expenses (N=169)

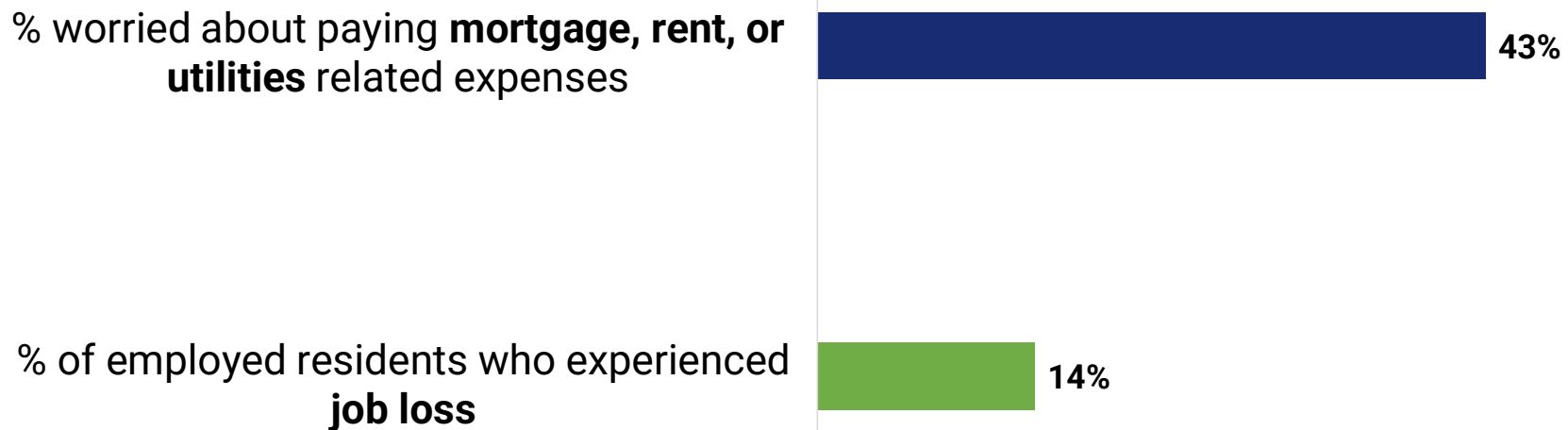


# CCIS Data: Chicopee

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## Impact on Income and Jobs (N=169)



# CCIS Data: Chicopee

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## Impact on Health (N=169)

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

45%

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

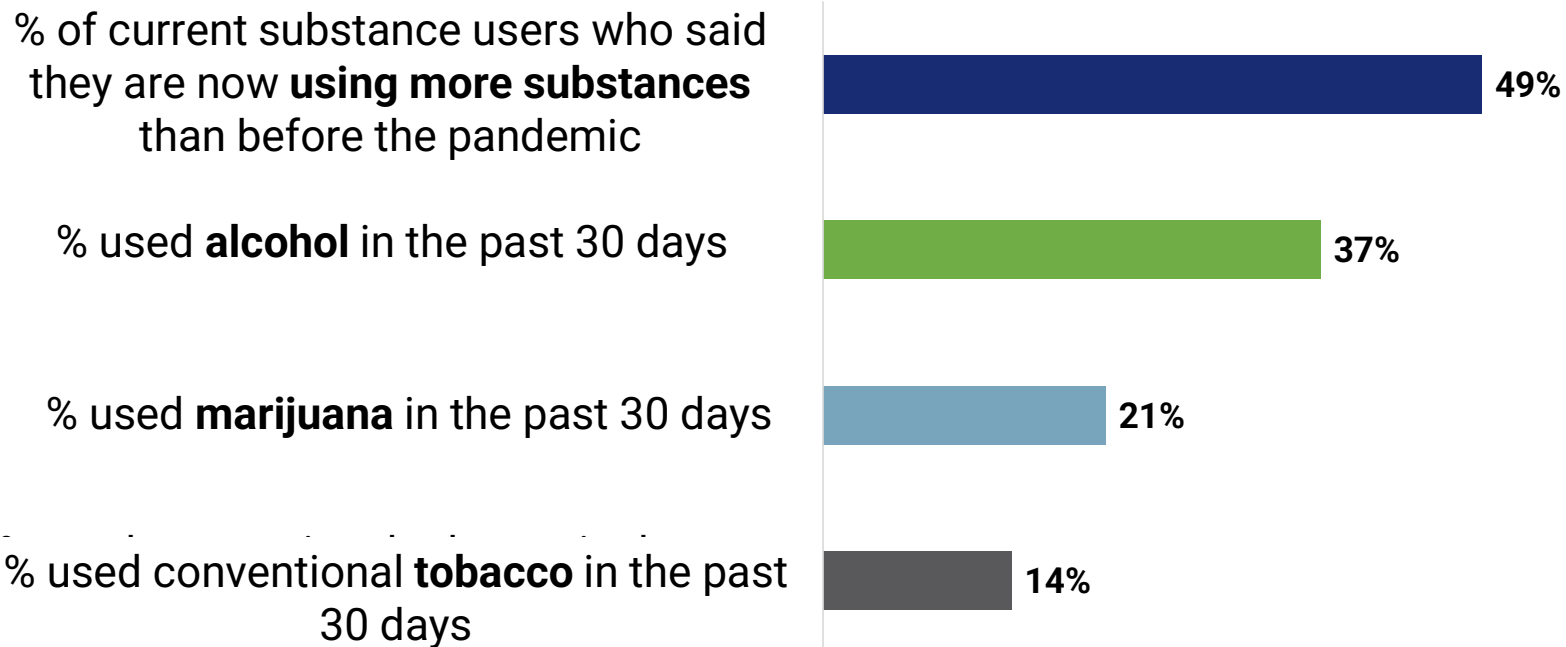
15%



# CCIS Data: Chicopee



## Substance Use (N=169)



# Chicopee Profile

# 413Cares Resources



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# 413Cares Overview

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- 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

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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

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As of December 2022



Users



Searches



Programs Listed



Programs Claimed

# 413Cares Growth

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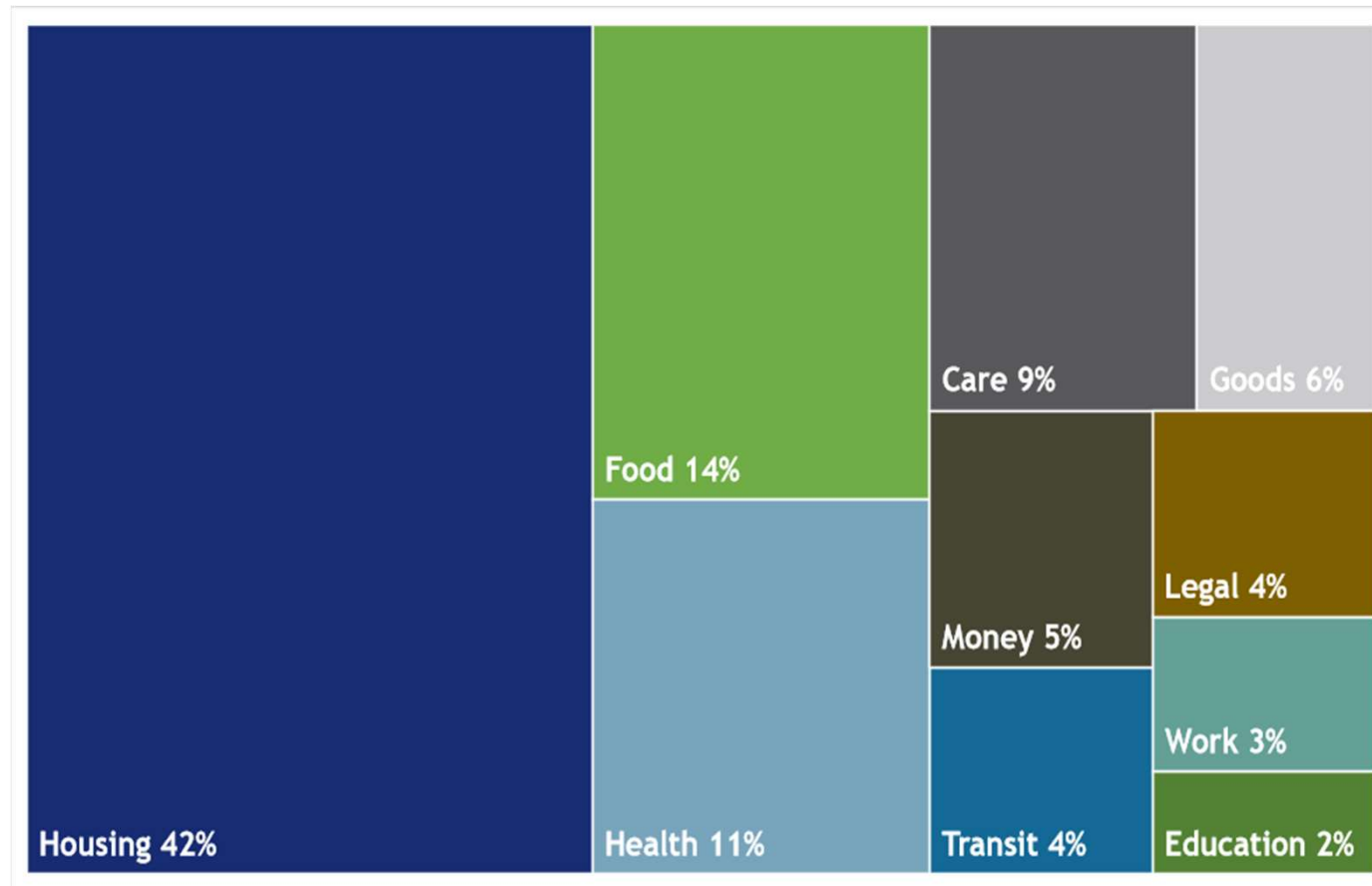


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

# What are people searching for in Chicopee?



Search categories (all time) in Chicopee



Search terms (all time) in Chicopee

Term	Searches
housing	246
food	117
help pay for housing	100
help find housing	81
food pantry	58
help pay for utilities	53
transportation	44
food delivery	41
advocacy & legal aid	40
temporary shelter	28
emergency food	27
shelter	27
rent	27
housing search	27
meals	26





# Chicopee Programs on 413Cares

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- **587** programs serving Chicopee on 413Cares
- **289** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	23	55	12	13	157	57	180	102	40	29

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

# 413Cares Supporting Chicopee



- 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](mailto:LHomstead@publichealthwm.org) and
    - Francheska Bermudez, [FBermudez@publichealthwm.org](mailto: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  
in Western Massachusetts*

**An Online  
Community Resource Database  
For the 413!**

**GO TO [413Cares.org](http://413Cares.org)**

Critical information, resources and referrals

**Resources Available**



Food and Nutrition



Housing



Behavioral Health & Recovery



Healthcare



Early Education

And More!

**GO TO [413Cares.org](http://413Cares.org)**



Scan with the camera app on  
your smartphone.

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





# Interested in More Data?

## MA COVID Community Impact Survey (CCIS)

For CCIS questions and to submit a request, contact:

Kathleen Szegda

[kszegda@publichealthwm.org](mailto:kszegda@publichealthwm.org)

Victoria Hill

[vhill@publichealthwm.org](mailto:vhill@publichealthwm.org)



[www.publichealthwm.org/what-we-do/research-evaluation/reports/COVID-Impact-TA](http://www.publichealthwm.org/what-we-do/research-evaluation/reports/COVID-Impact-TA)

## 2022 Community Health Needs Assessments

HMC: <https://dashboards.mysidewalk.com/community-health-needs-assessment-5367ef8d9744>

BMC: <https://www.baystatehealth.org/about-us/community-programs/community-benefits/community-health-needs-assessment>



# Contact Us

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**QUESTIONS?**

