

Community Needs and Resources

PITTSFIELD

January 2023



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



413CARES
Connecting People With Resources

Pittsfield Profile

Census Data



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Census Data: Age



Total Population: 43,927

Median Age Pittsfield

The median age of
Our Community is

44.0
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

Pittsfield

1,976

4.6% of our Community are
children under 5 yrs old

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

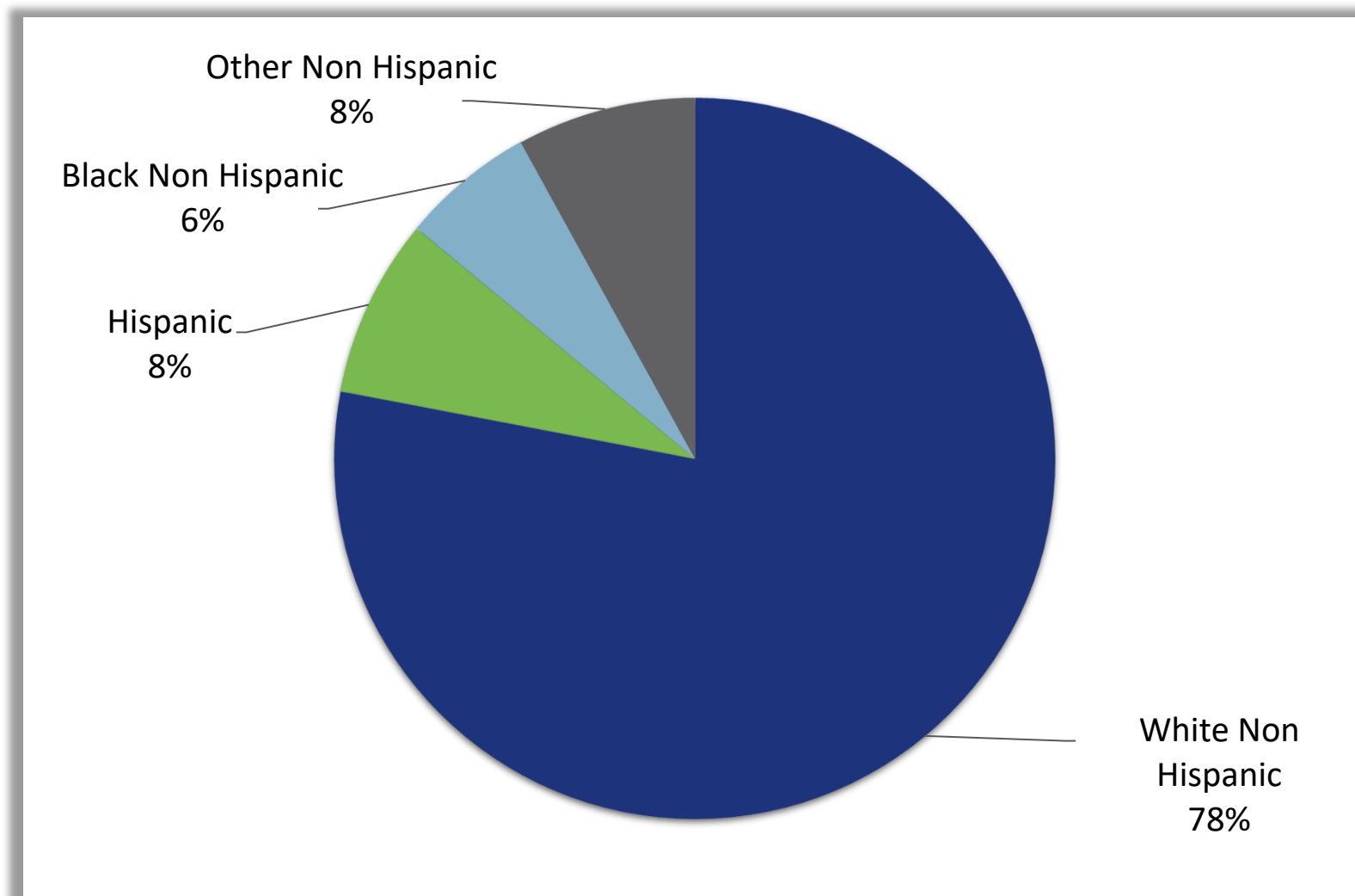
Number of Seniors in Our Community

Pittsfield

8,573

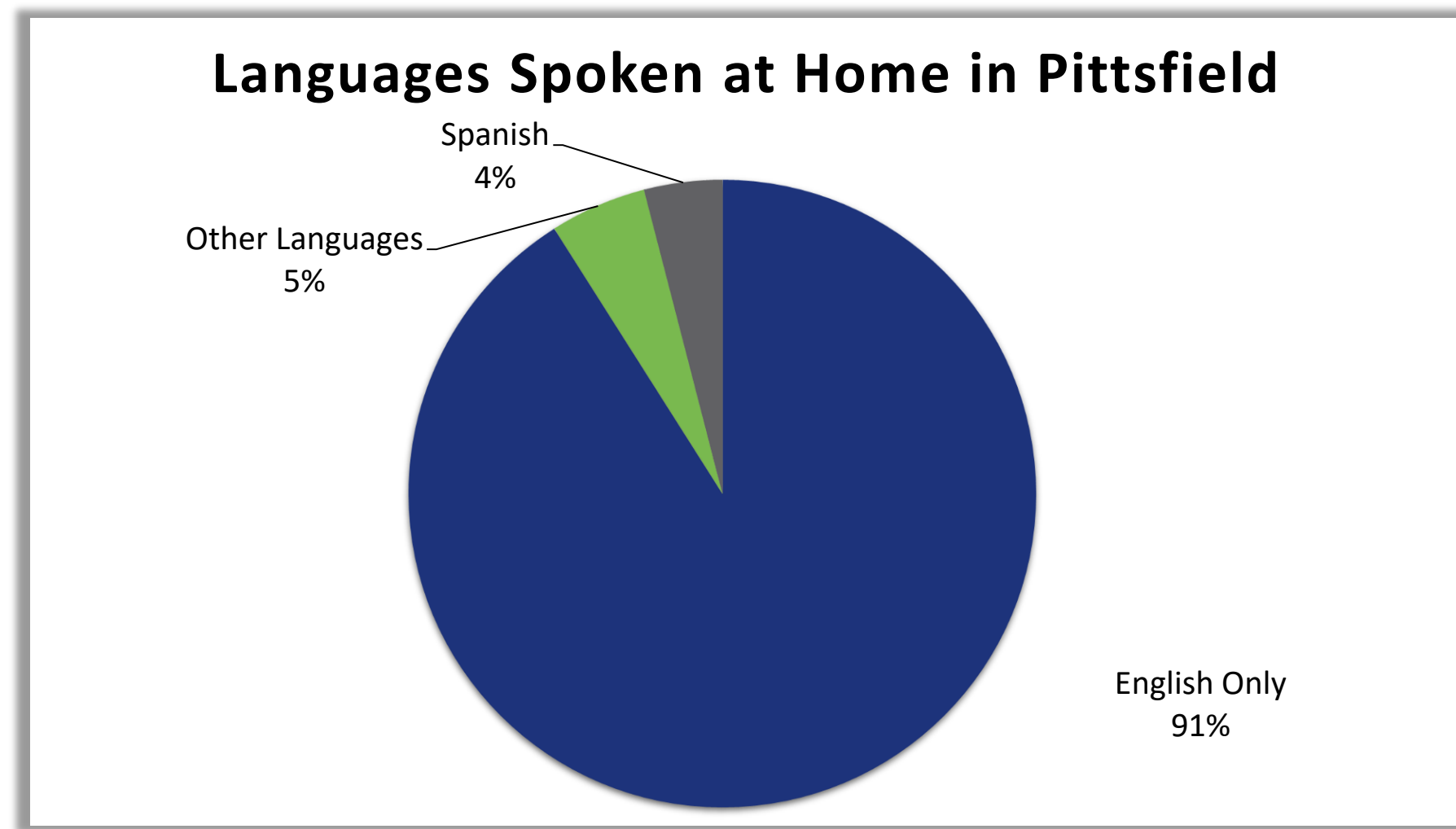
20.2% of our Community
are senior 65+ yrs old

Census Data: Race & Ethnicity in Pittsfield



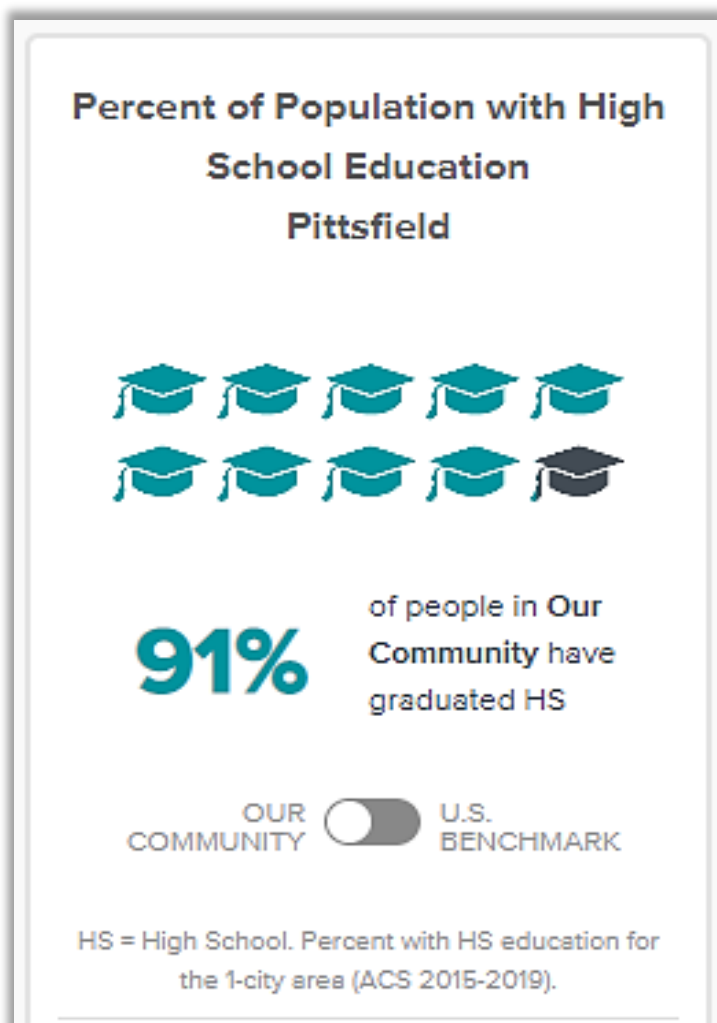
Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

Census Data: Language



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

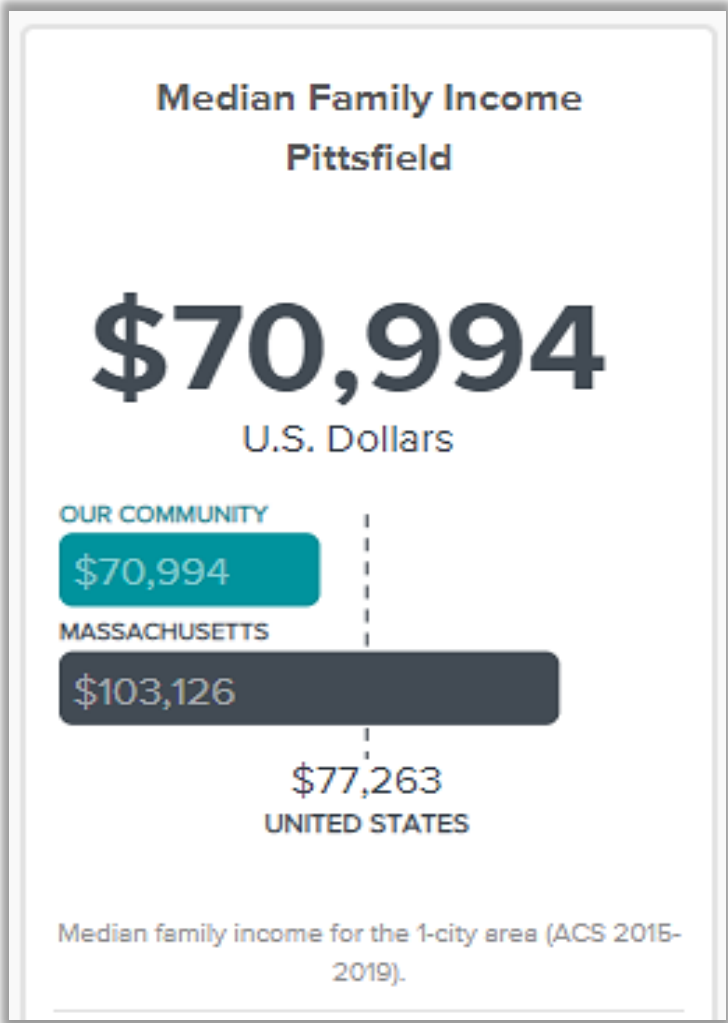
Census Data: Education



compared to **88%**
of US population

Source: Broadstreet, ACS 2015-2019

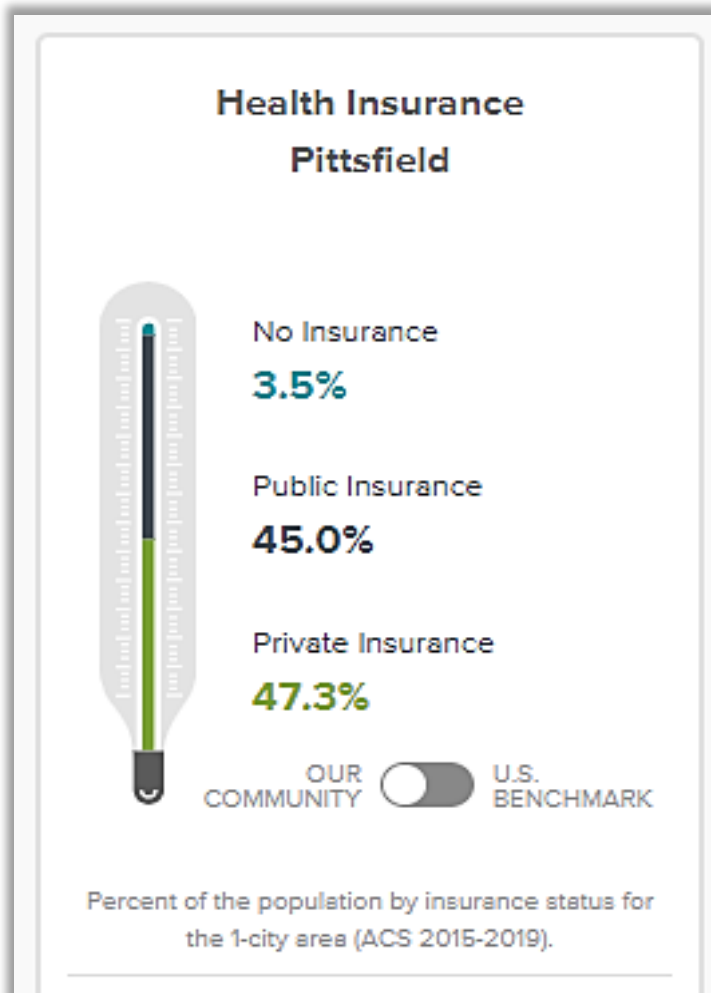
Census Data: Income



*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

Pittsfield Profile

COVID-19 Data



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COVID Data: Pittsfield

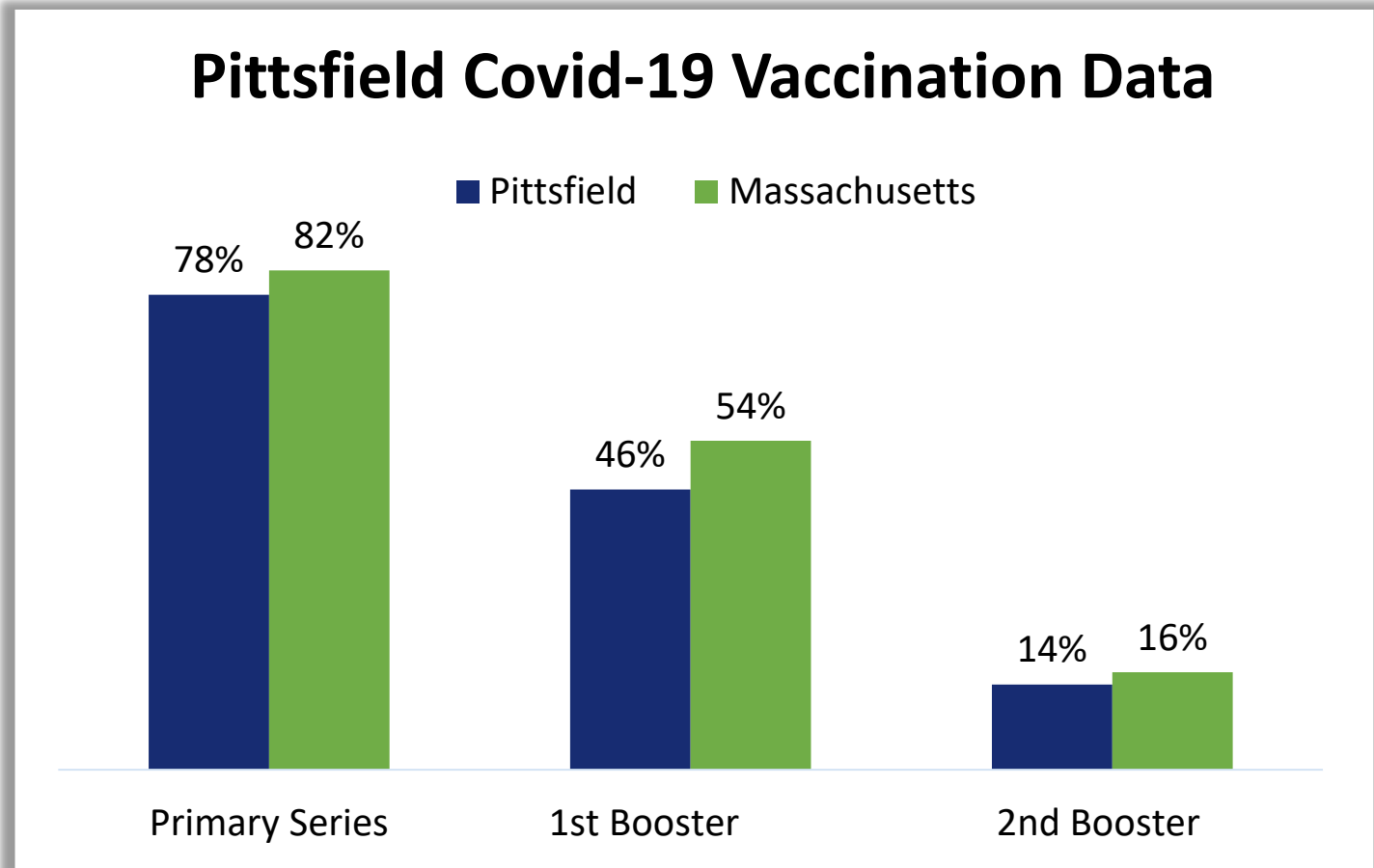


Total Population: **43,927**

Total COVID Cases: **1,276**

Total COVID Deaths: **130***

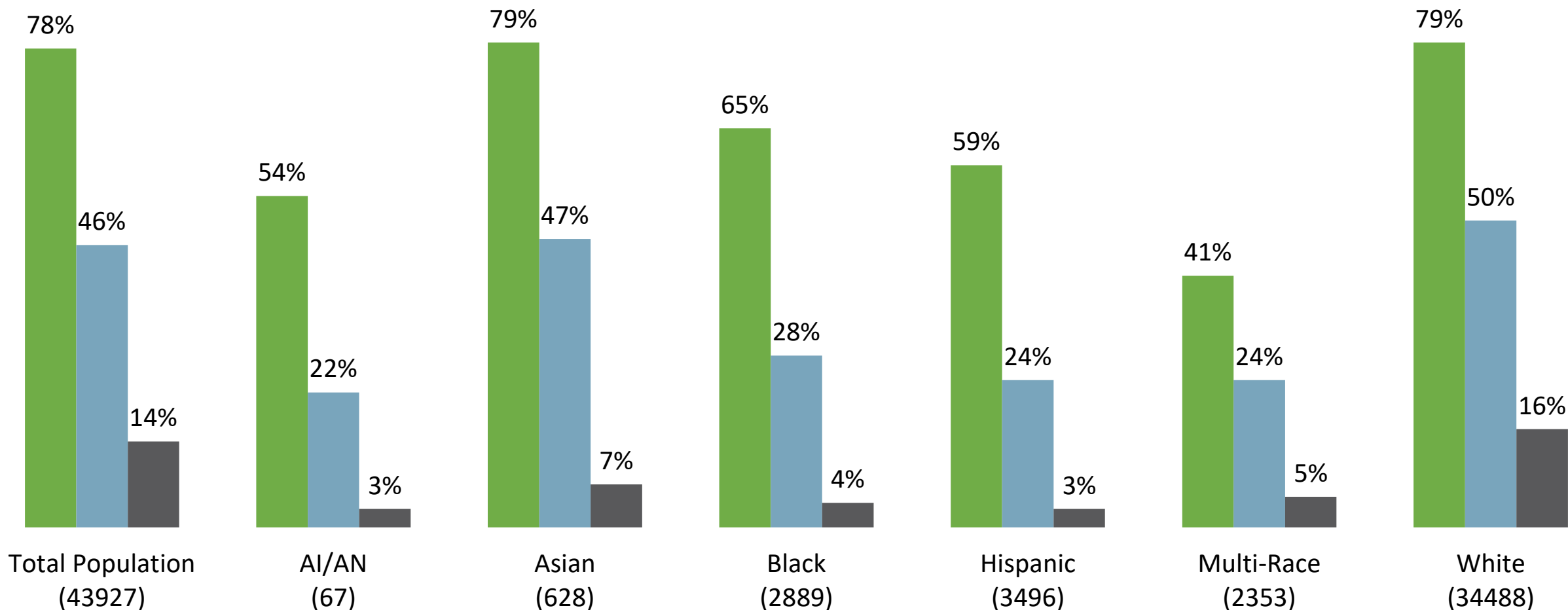
**death total from 2020 & 2021 only.*



Vaccination Rate by Race/Ethnicity in Pittsfield



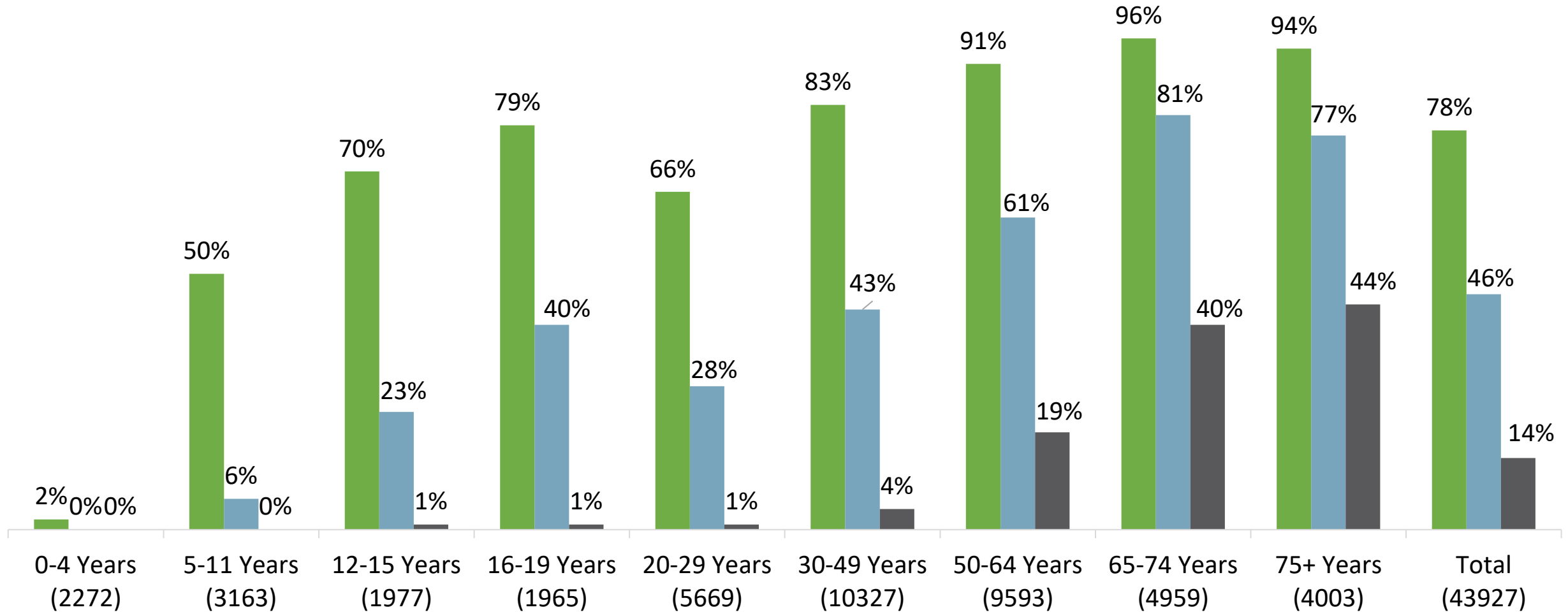
■ Primary Series ■ First Booster ■ Second Booster



Vaccination Rates By Age in Pittsfield



■ Primary Series ■ First Booster ■ Second Booster



COVID Community Impact Survey (CCIS)



In the **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

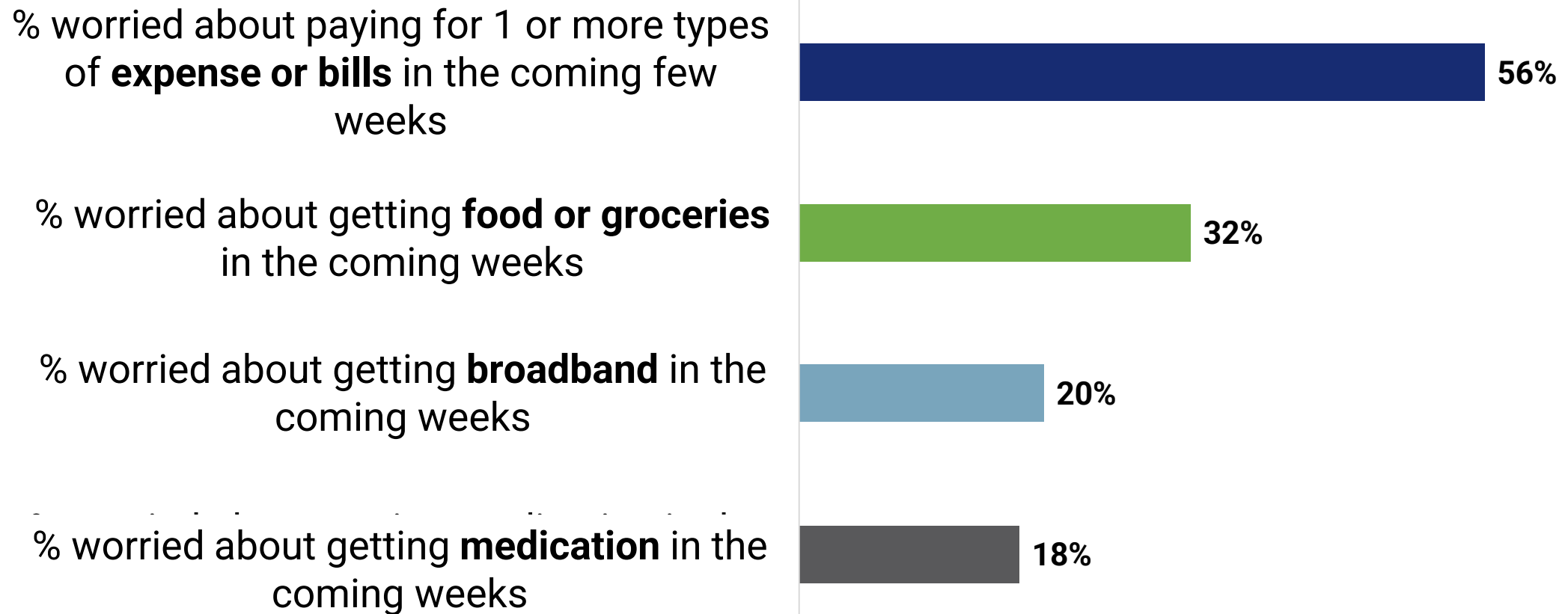
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.
- **In Pittsfield, there were 195 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 Pittsfield or have good representation from priority populations.

CCIS Data: Pittsfield



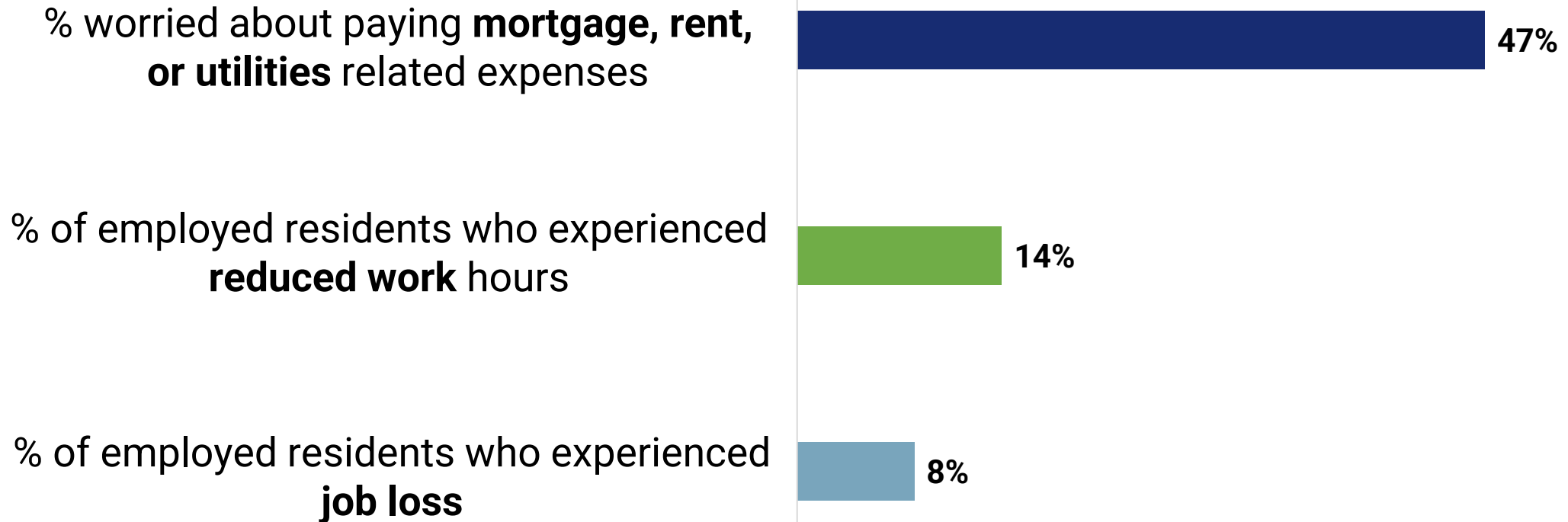
Worried about Basic Need Expenses (N=195)



CCIS Data: Pittsfield



Impact on Income and Jobs (N=195)



CCIS Data: Pittsfield



Impact on Health (N=195)

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



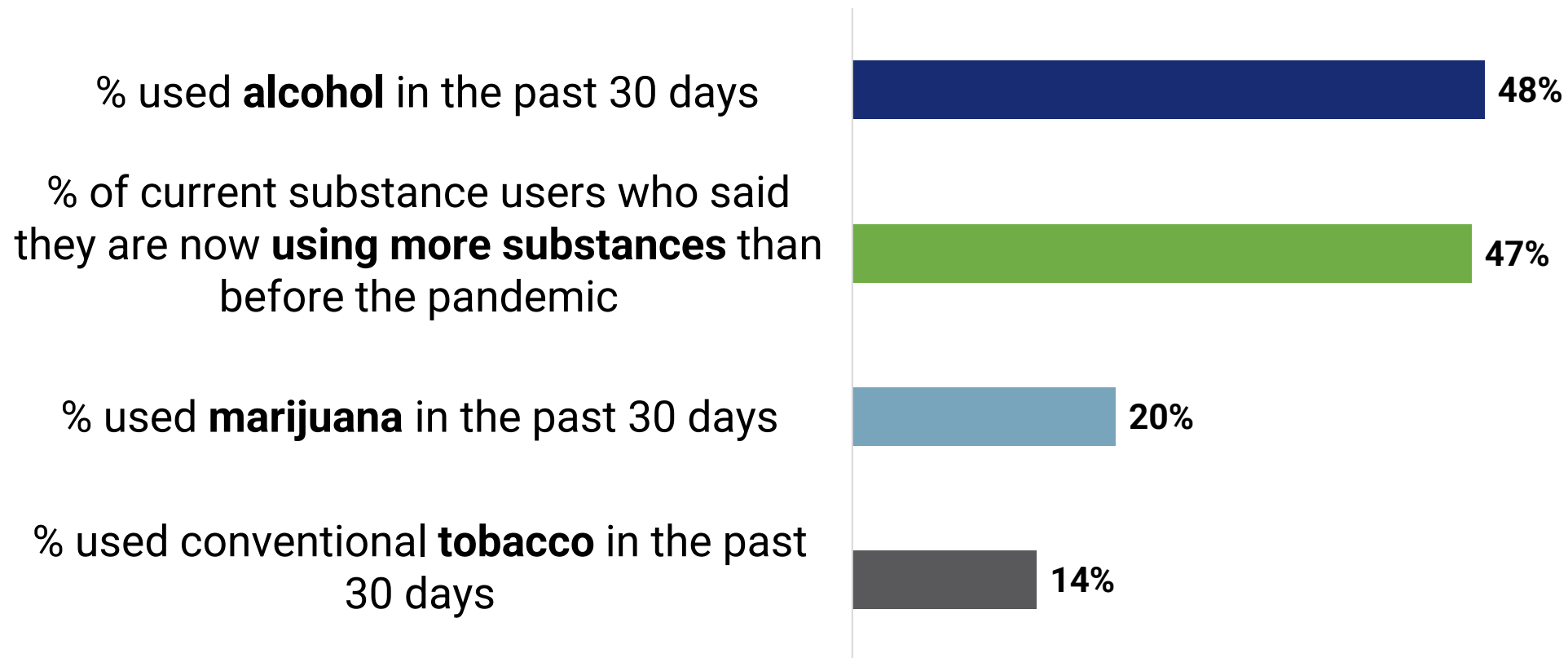
% who had not gotten the **medical care**
that they needed since July of 2020



CCIS Data: Pittsfield



Substance Use (N=195)



Pittsfield Profile

413Cares Resources



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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](#)

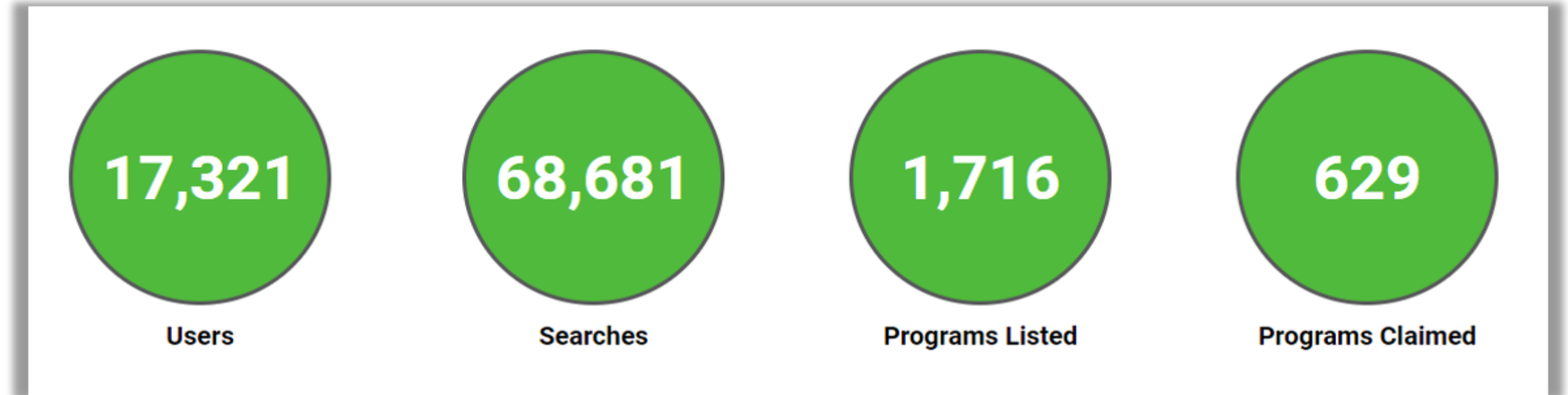


More partnerships are on the horizon!

413Cares Engagement



As of December 2022



413Cares Growth

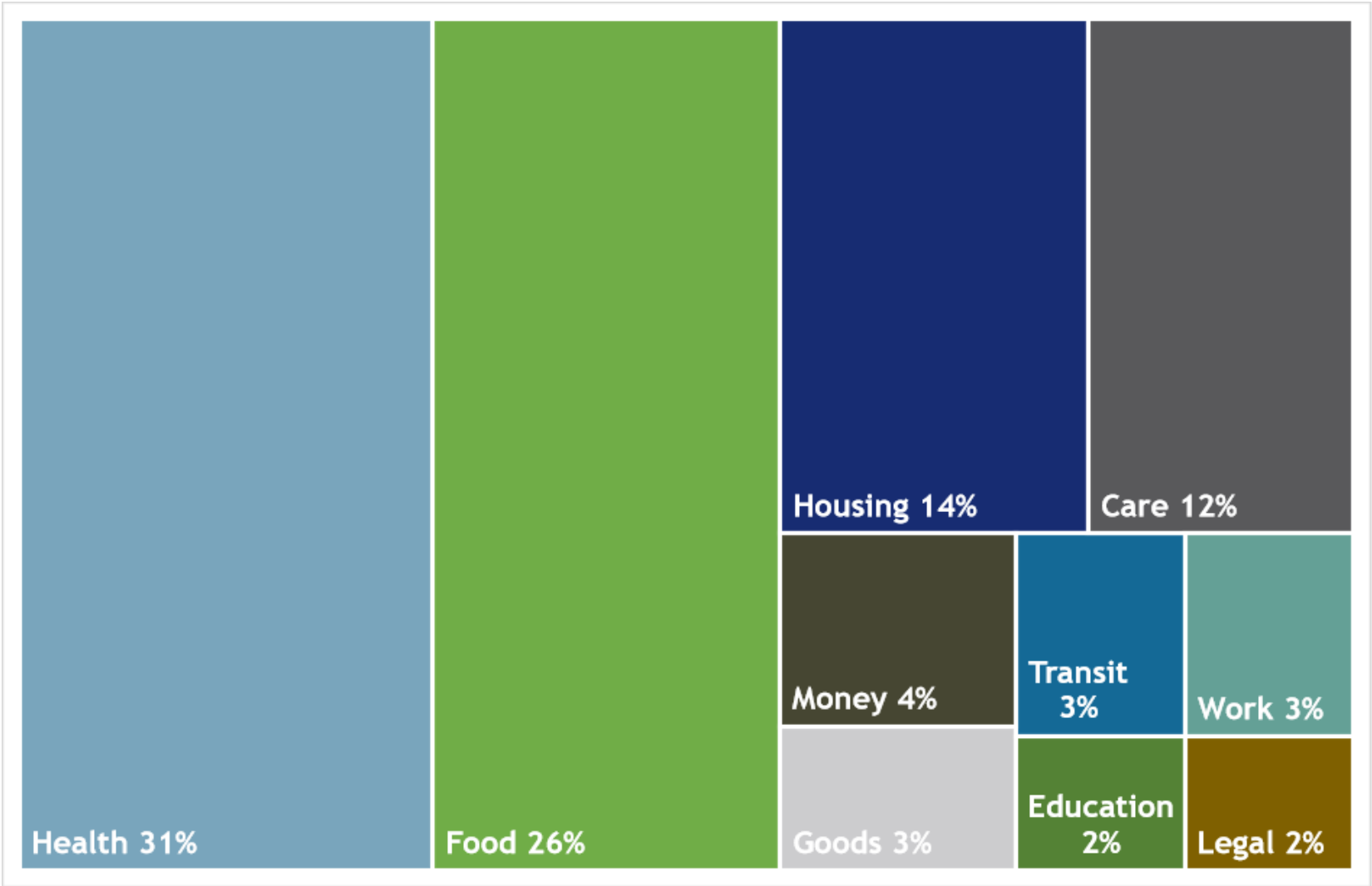


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

What are people searching for in Pittsfield?



Search categories (all time) in Pittsfield



Search terms (all time) in Pittsfield

Term	Searches
mental health	18
emergency food	14
food pantry	14
food	14
housing	13
childcare	11
brien center	9
the brien center	9
food delivery	8
therapist	8
provider: ahjzfnlyxjjagjl	7
counseling	7
mental health, children, teens	6
help find housing	6
government food benefits	6

Pittsfield Programs on 413Cares

- **434** programs serving Pittsfield on 413Cares
- **143** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	8	10	3	4	43	15	40	20	8	8

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

413Cares Supporting Pittsfield



- 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**



Connecting People With Resources

Keyword or program name	Enter your ZIP code	SEARCH
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413Cares.org
Connecting YOU with Resources
in Western Massachusetts
An Online
Community Resource Database
For the 413!

GO TO 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

Scan with the camera app on your smartphone.

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



Connecting People With Resources

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

2021 BHS Community Health Needs Assessment

https://www.berkshirehealthsystems.org/assets/documents/community-benefit-reports/berkshirehealthsystems_chna_2021.final.pdf



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QUESTIONS?

