

# Community Needs and Resources

**SPRINGFIELD**

**January 2023**



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



**413CARES**  
Connecting People With Resources

# Springfield Profile

# Census Data



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# Census Data: Age



Total Population: 155,929

## Median Age Springfield

The median age of  
Our Community is

**33.0**  
years-old

This is **younger 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

Springfield

**10,063**

**6.5% of our Community** are  
children under 5 yrs old

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

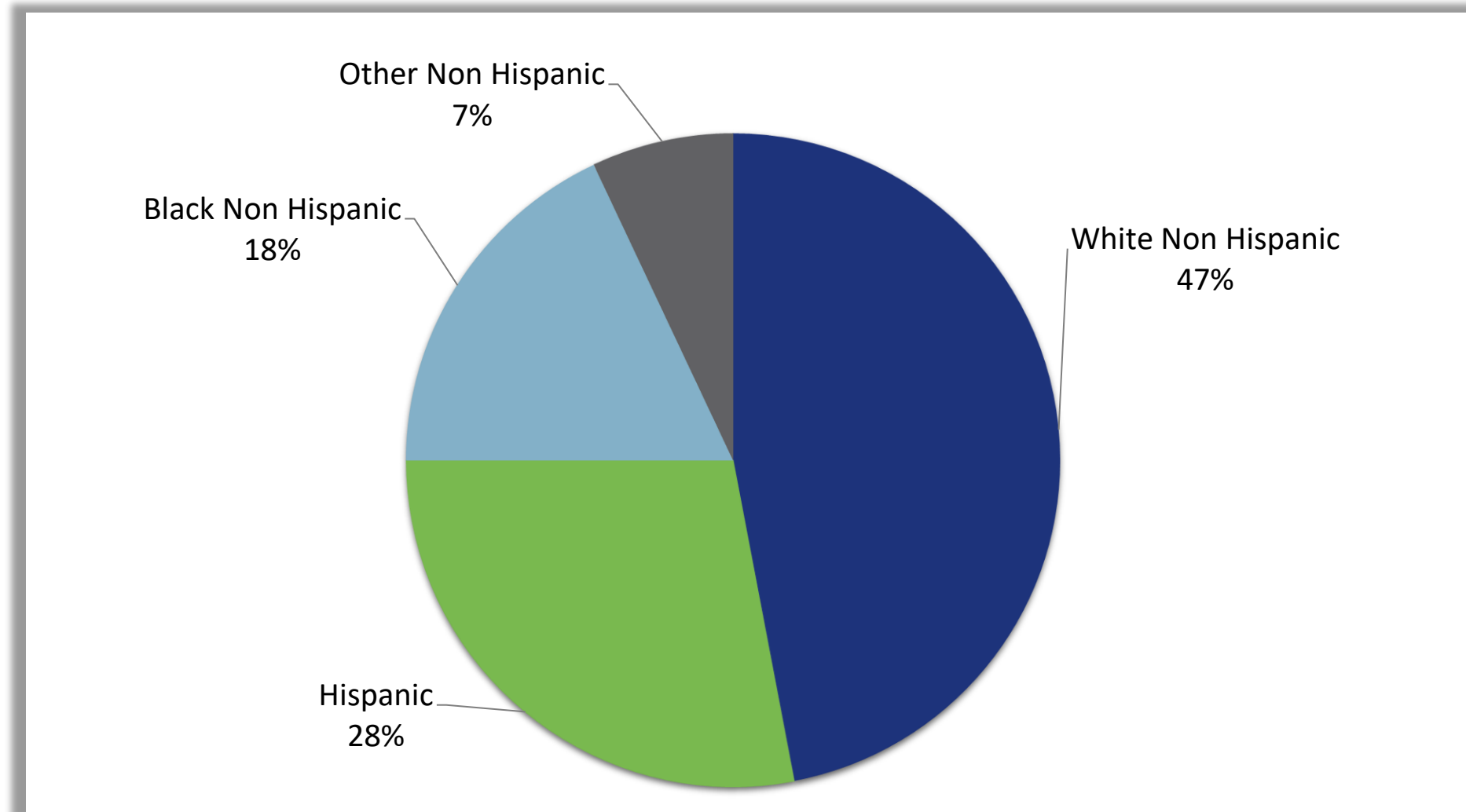
## Number of Seniors in Our Community

Springfield

**19,667**

**12.8% of our Community**  
are senior 65+ yrs old

# Census: Race & Ethnicity in Springfield

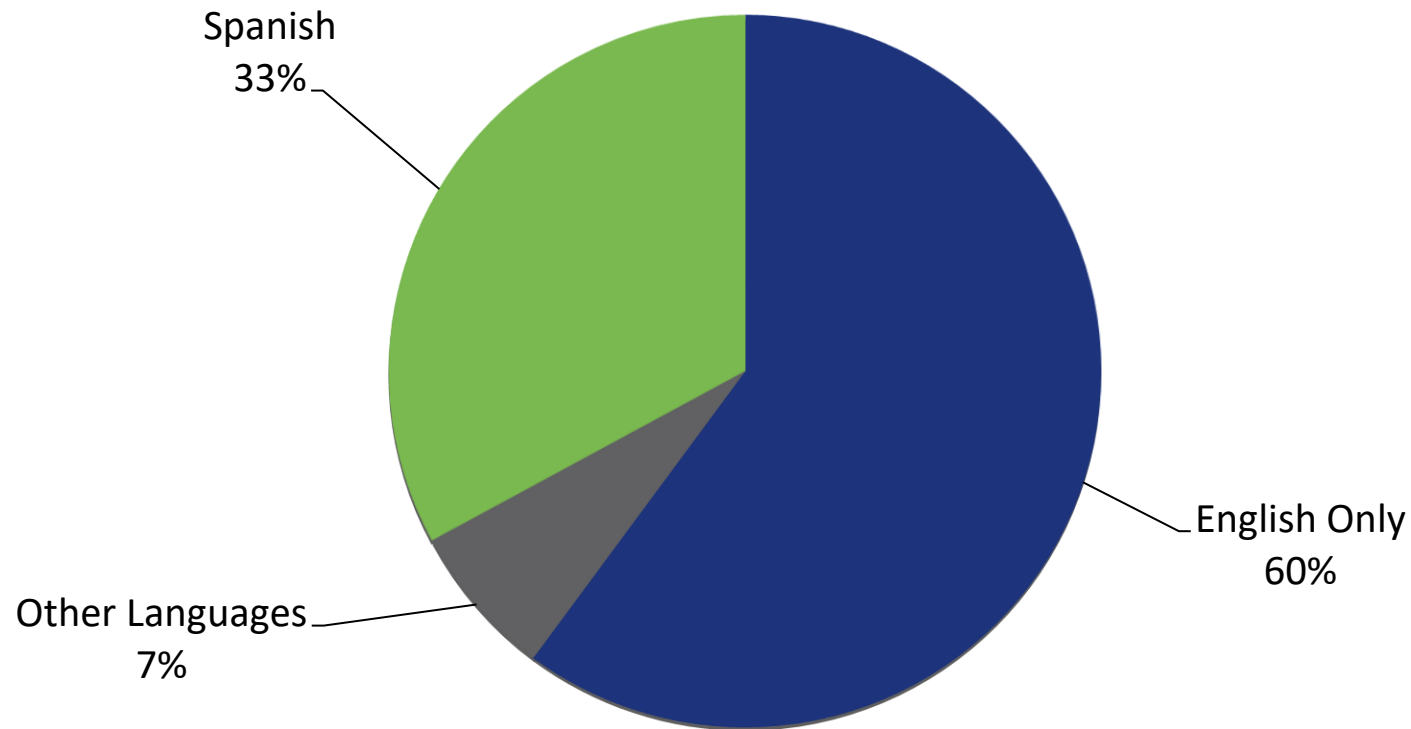


Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

# Census Data: Language

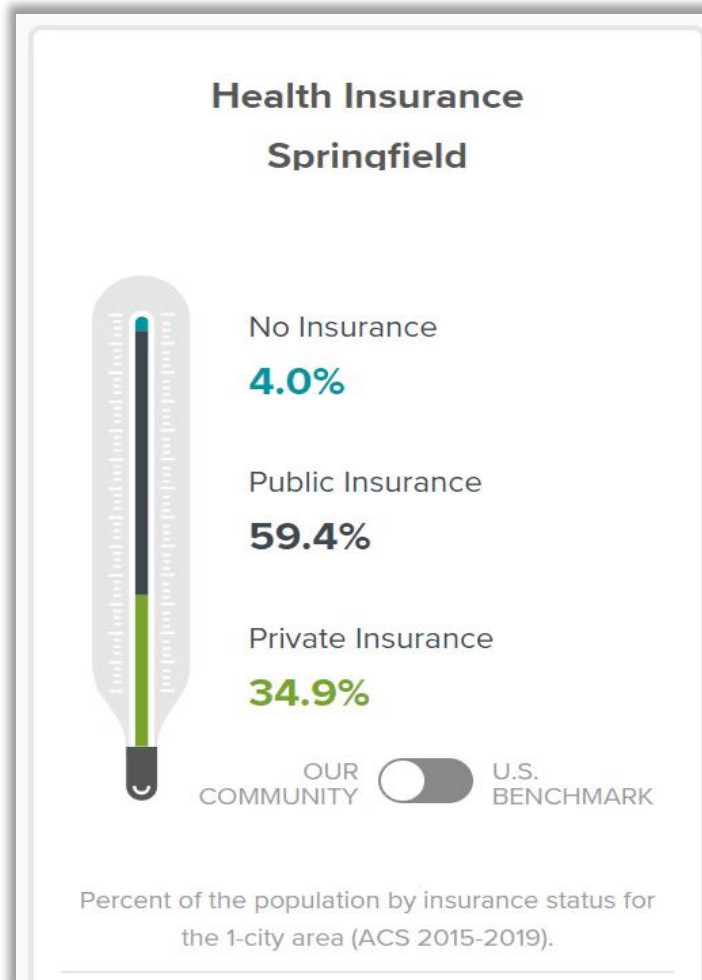


## Languages Spoken at Home in Springfield



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

# Census Data: Health

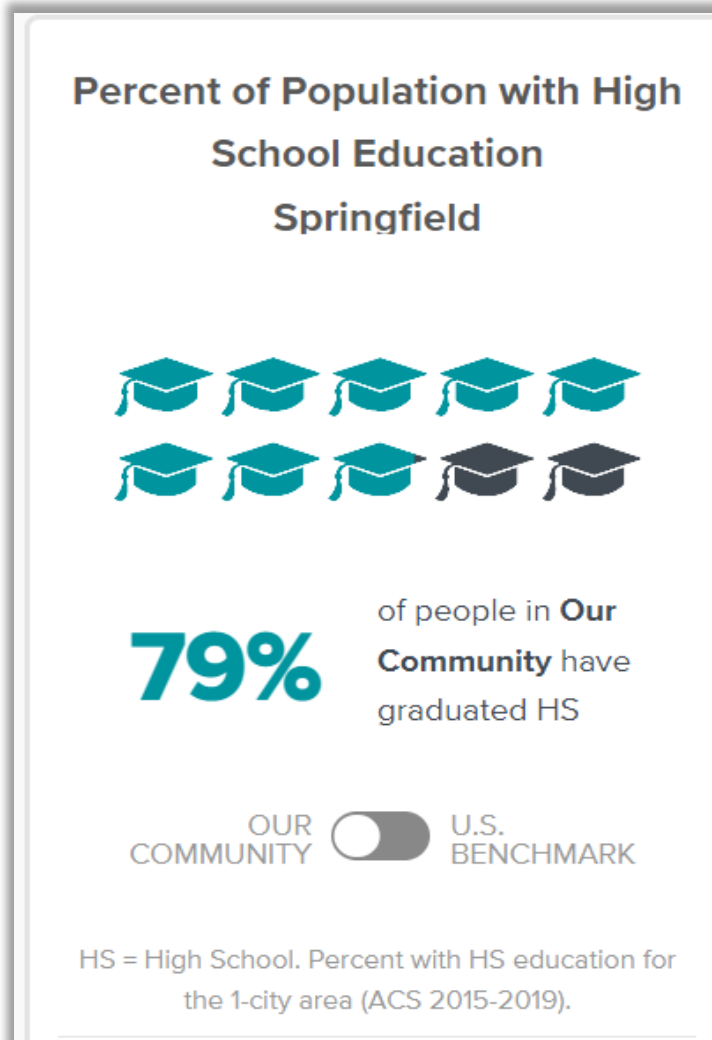


Compared to US population:

- No Insurance – 8.8%
- Public Insurance – 32.9%
- Private Insurance – 54.7%

Source: Broadstreet, ACS 2015-2019

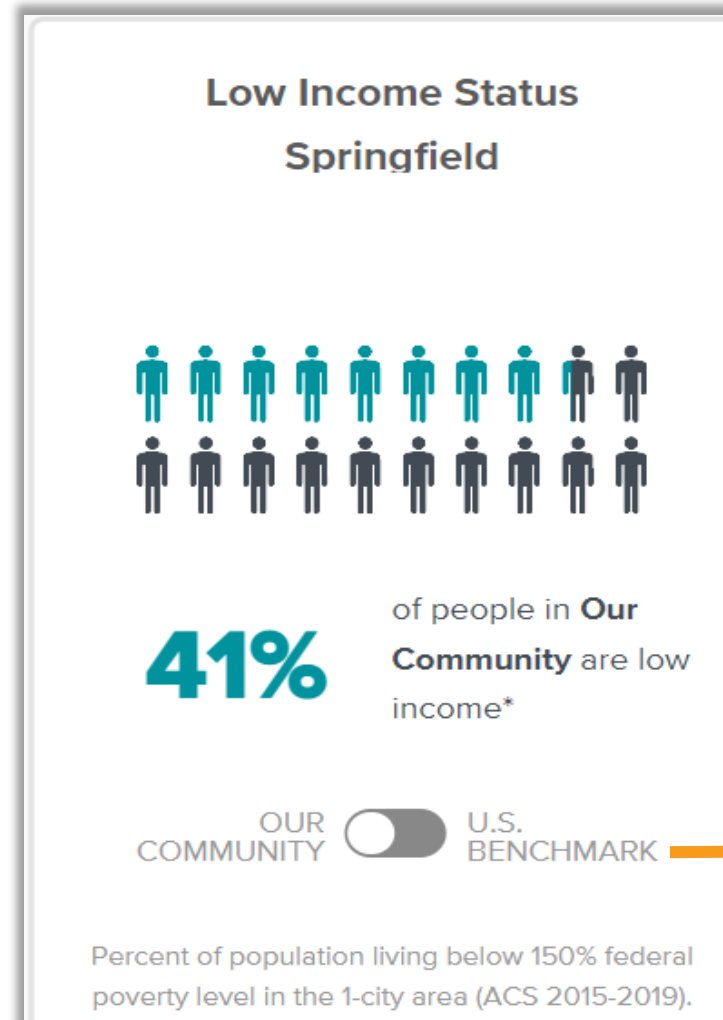
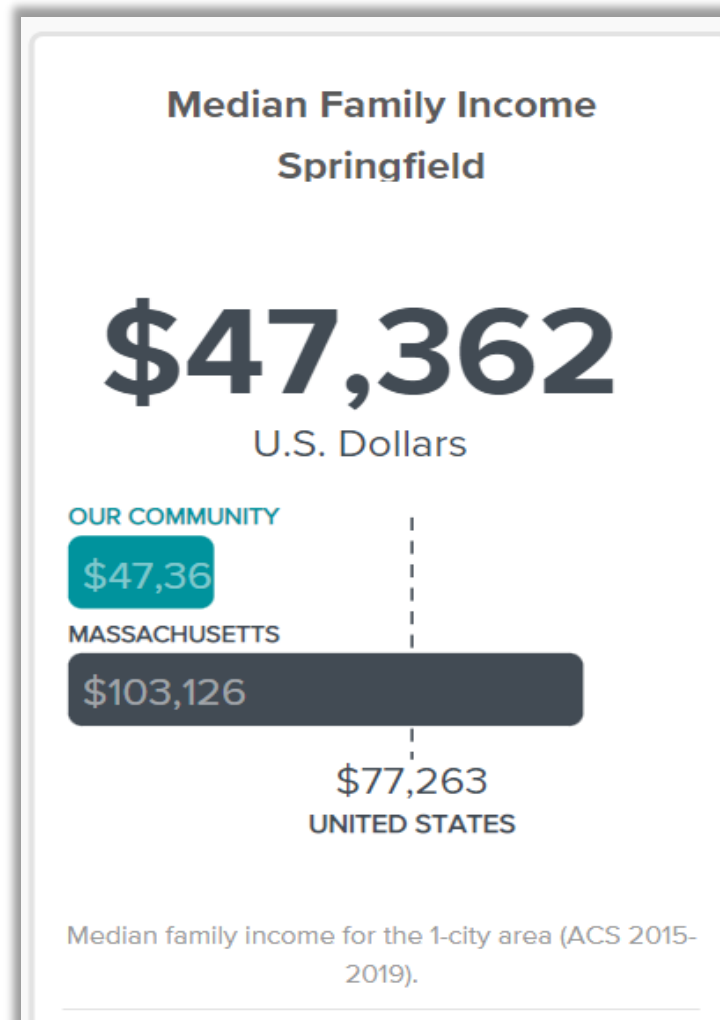
# Census Data: Education



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



# Springfield Profile

# COVID-19 Data



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# COVID Data: Springfield

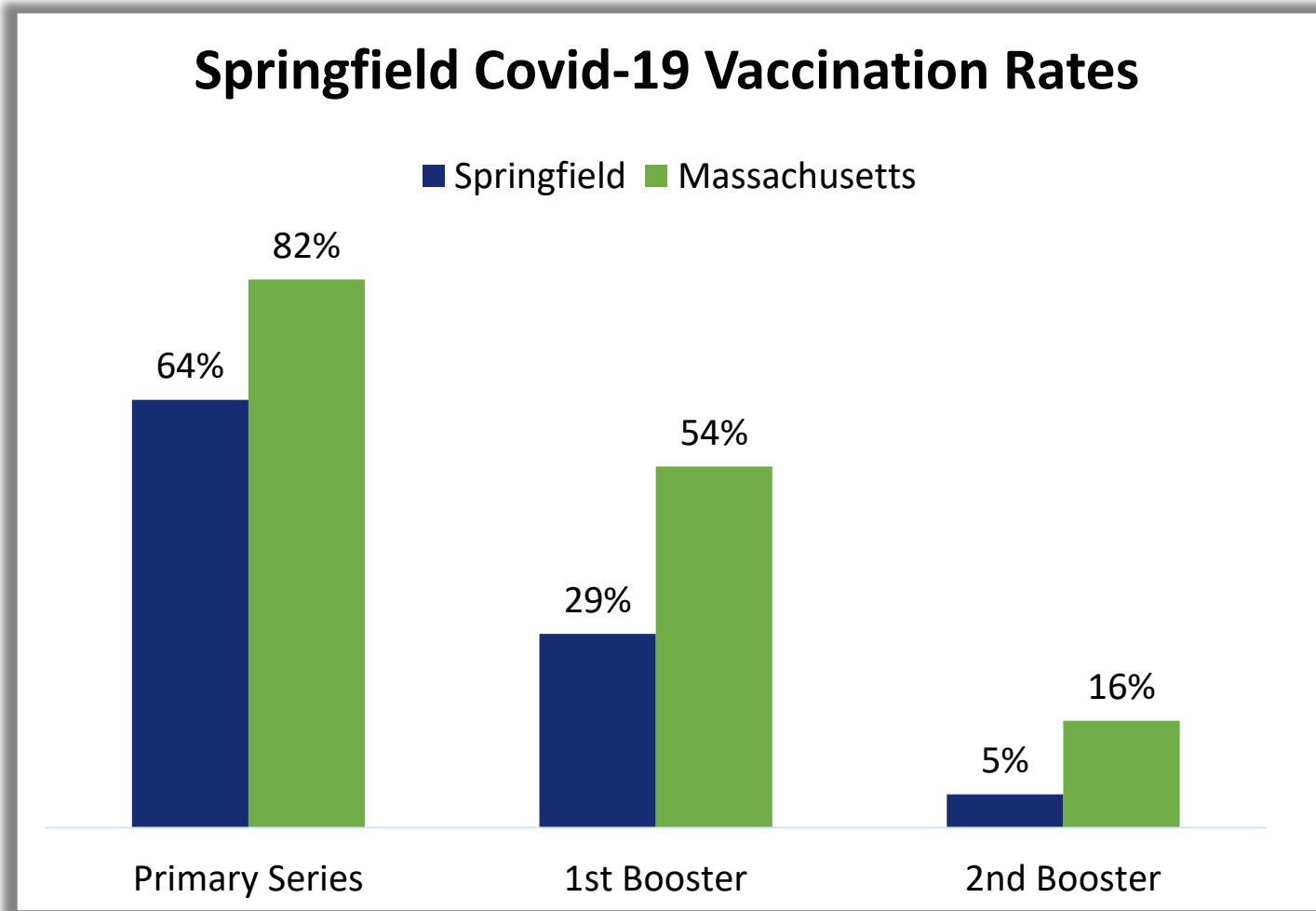


Total Population: **155,929**

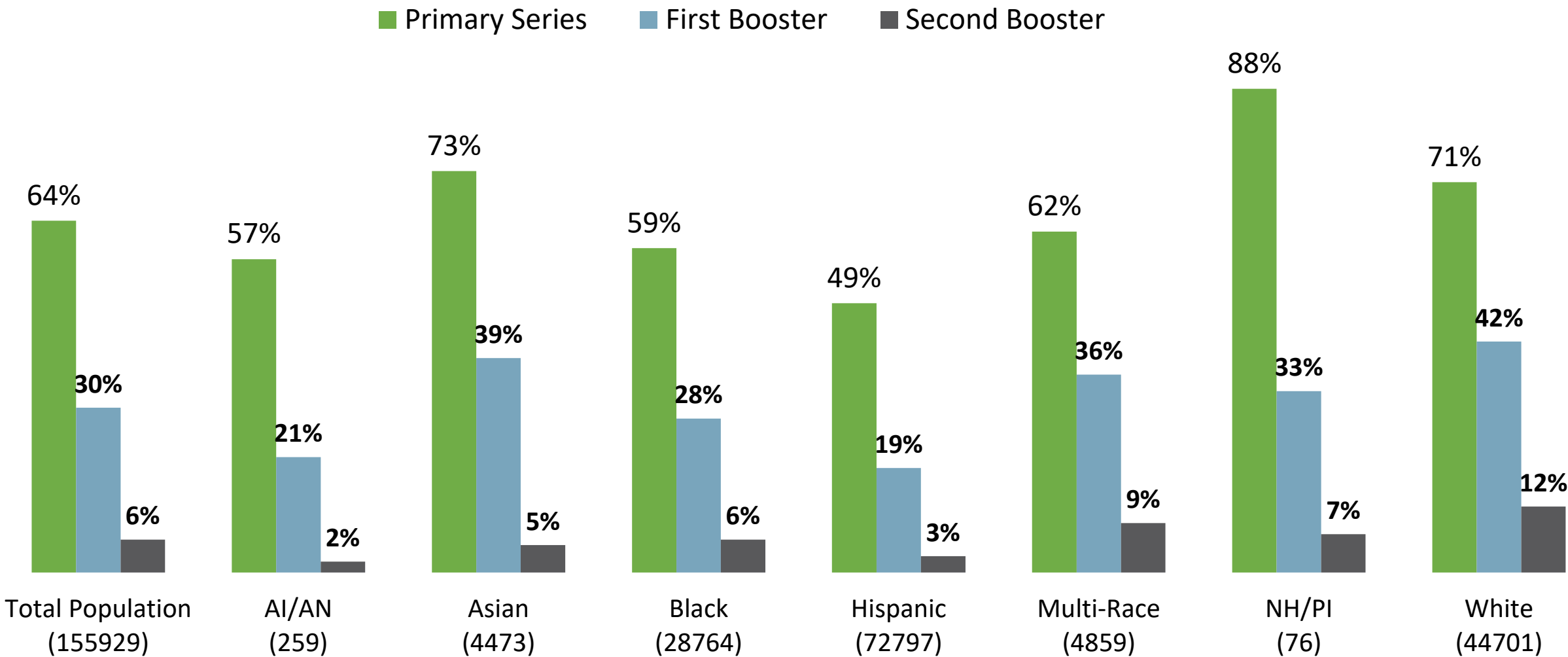
Total COVID Cases: **65,920**

Total COVID Deaths: **403\***

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



# Vaccination Rates by Race/Ethnicity in Springfield

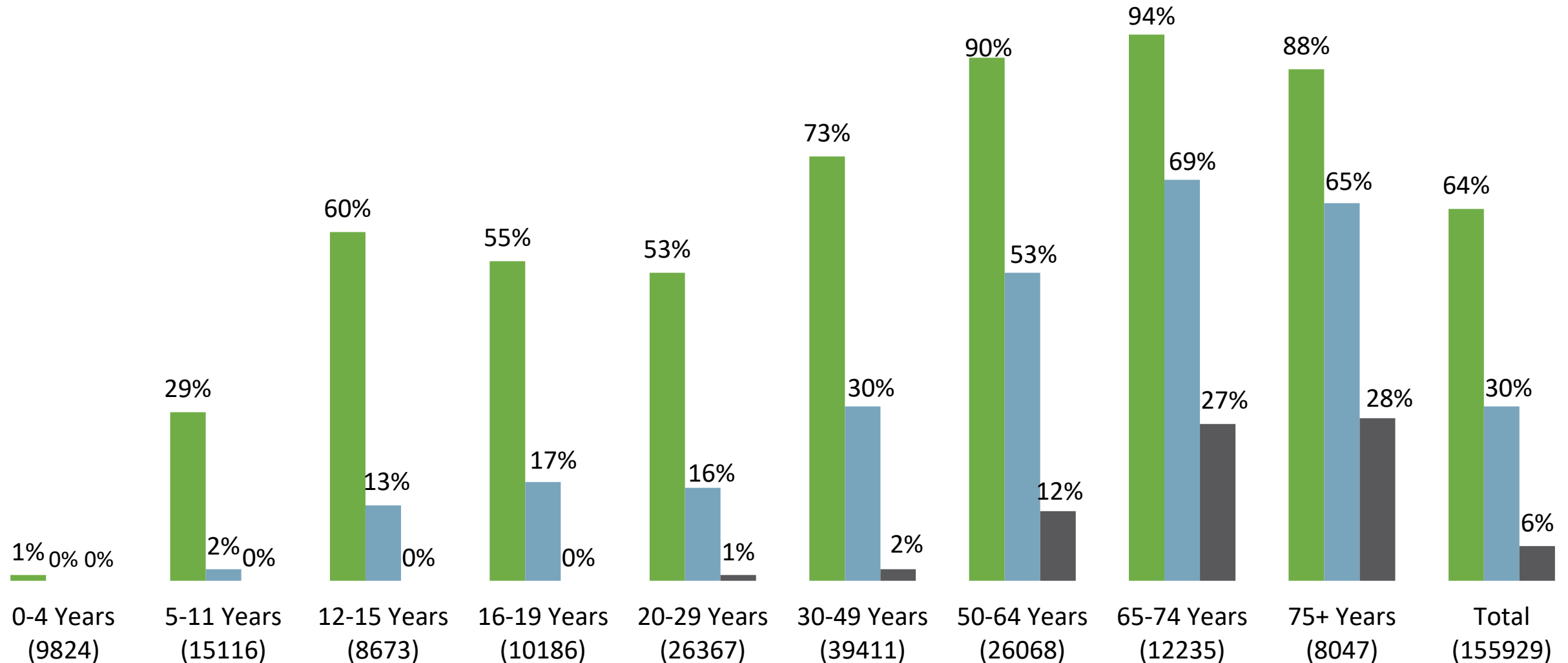


Source: MA Department of Public Health [Covid-19 Response Reporting](#), October 2022

# Vaccination Rates By Age in Springfield



■ 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

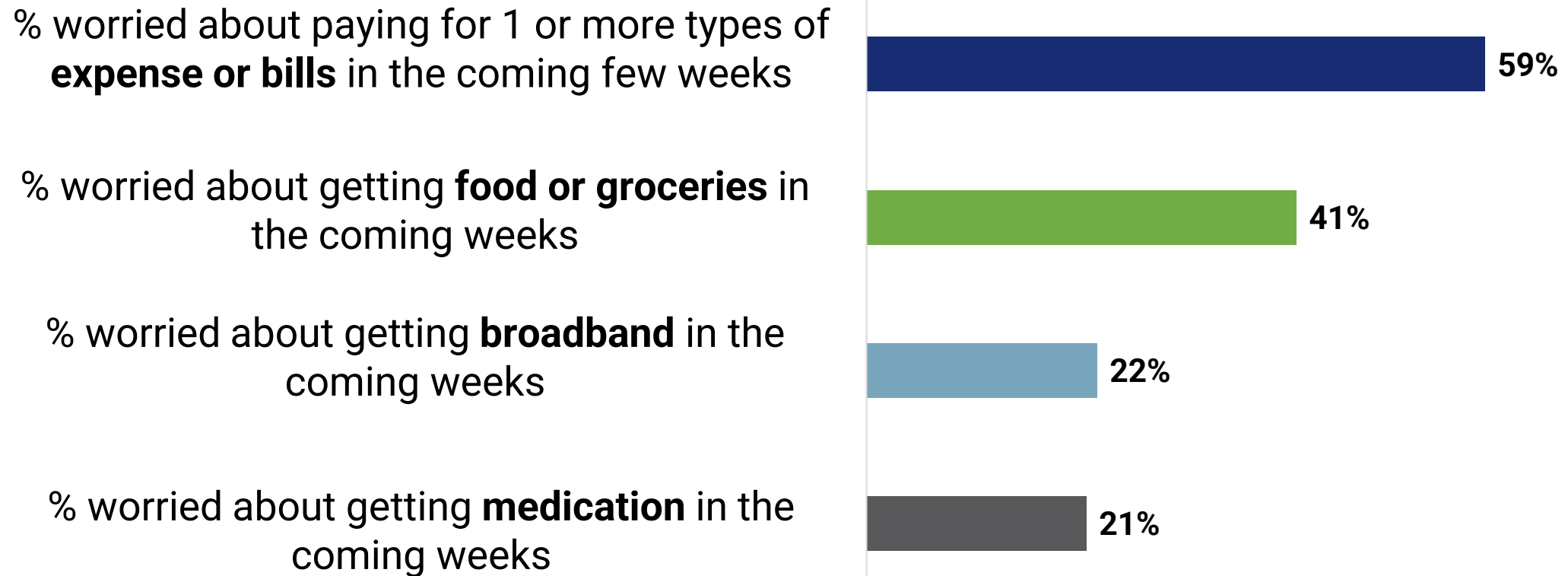
- Over **33,000 adult respondents and over 3,000 youth** (under 25) in the final sample.
- DPH targeted priority populations. There was good participation from LGBTQ, Indigenous, non-English speaking, Asian American, Latinx, deaf/hard of hearing, and black communities.
- **In Springfield, there were 491 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 Springfield or have good representation from priority populations.*

# CCIS Data: Springfield



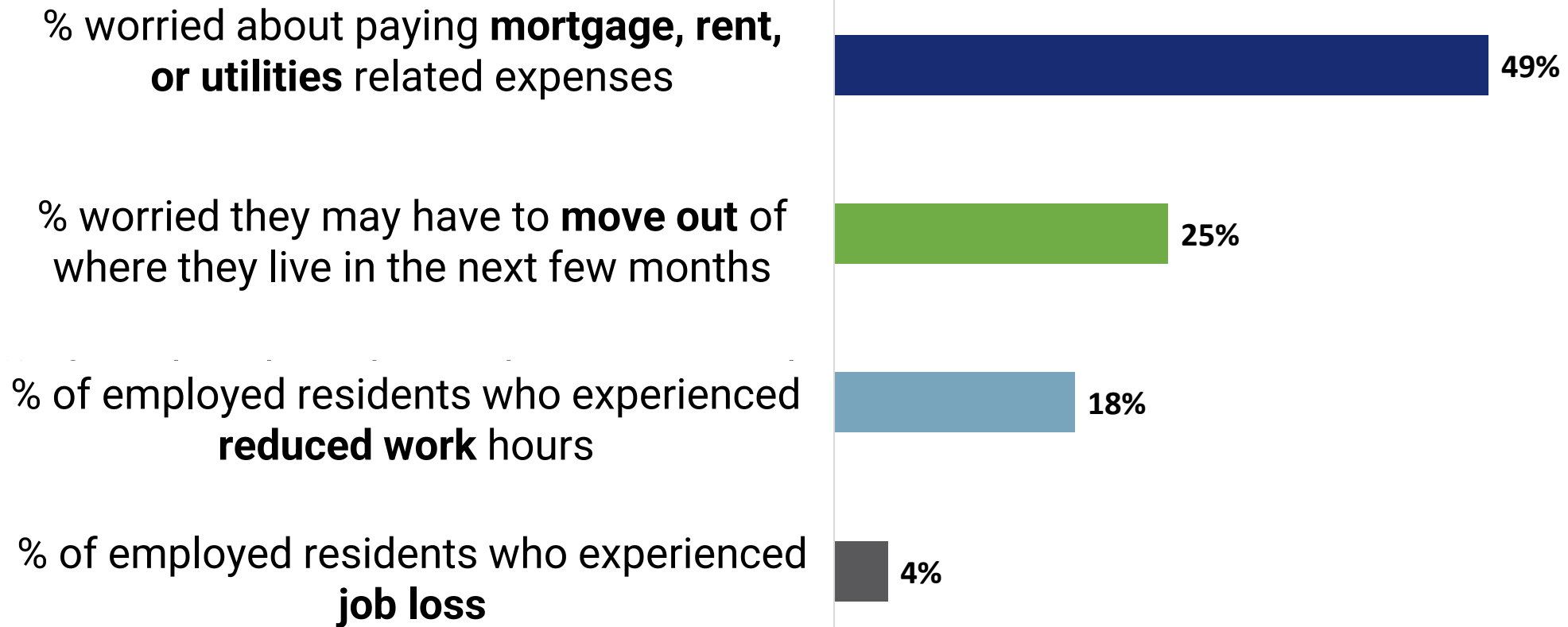
## Worried about Basic Need Expenses (N=491)



# CCIS Data: Springfield



## Impact on Income and Jobs (N=491)



# CCIS Data: Springfield



## Impact on Health (491)

% 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: Springfield



## Substance Use (N=491)



# Springfield 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](https://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](#)



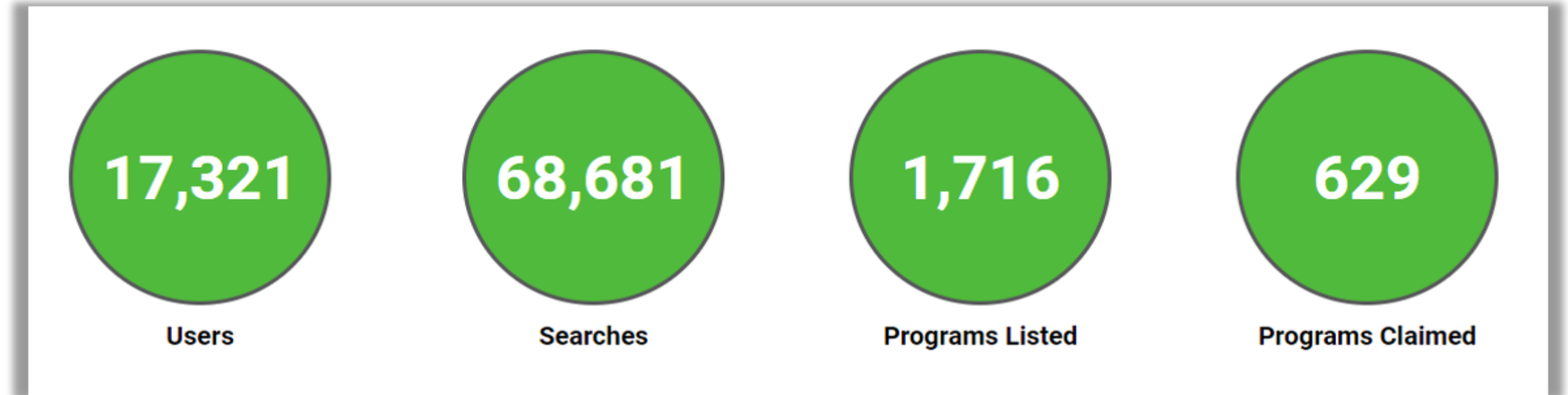
More partnerships are on the horizon!

# 413Cares Engagement

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As of December 2022



# 413Cares Growth

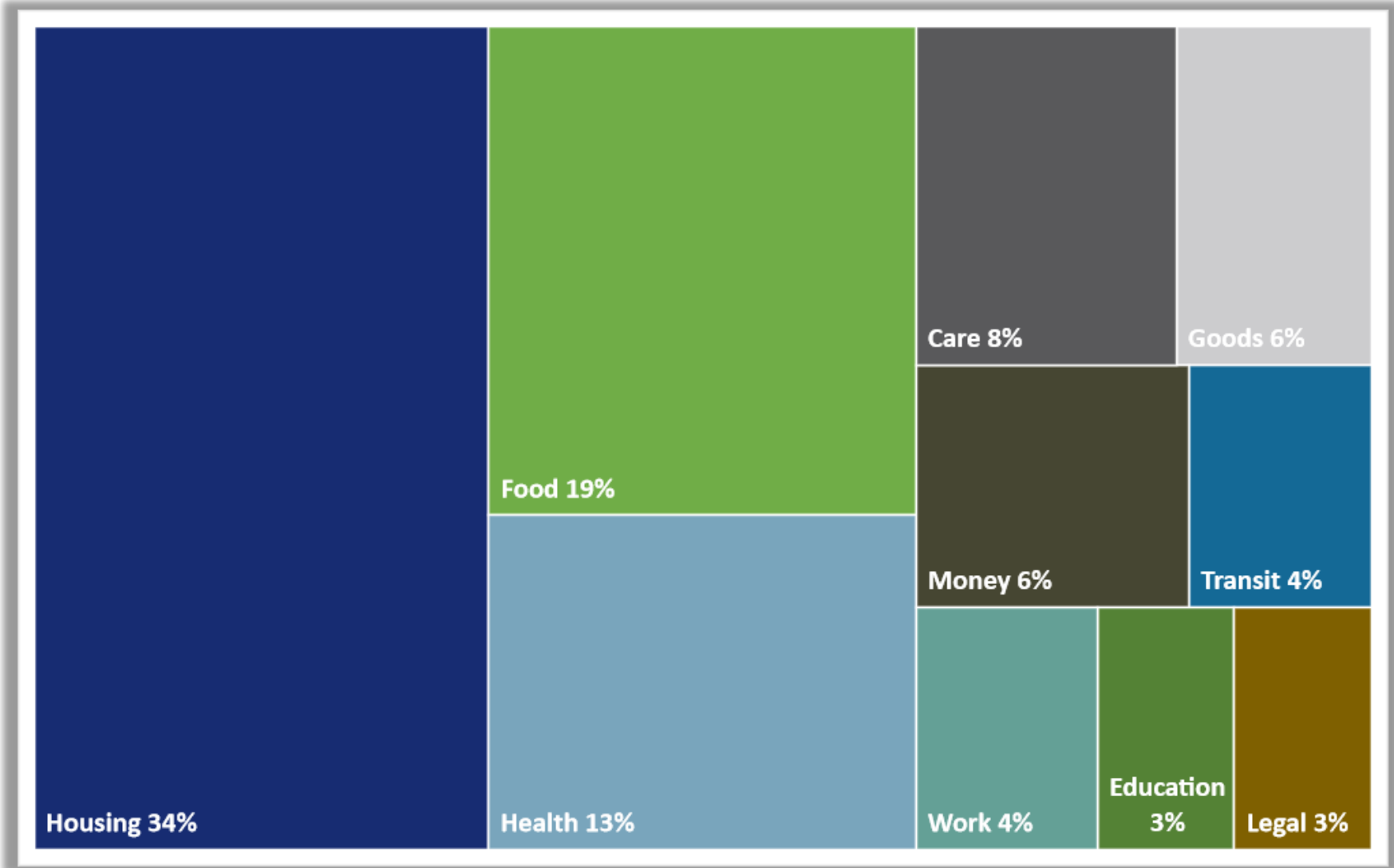


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

# What are people searching for in Springfield?



Search categories (all time) in Springfield



Search terms (all time) in Springfield

Term	Searches
housing	1029
food	928
help find housing	439
food pantry	399
help pay for housing	200
emergency food	188
food delivery	173
help pay for utilities	172
transportation	168
temporary shelter	155
housing vouchers	124
childcare	105
shelter	104
domestic violence	103
financial assistance	97



# Springfield Programs on 413Cares

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- **655** programs serving Springfield on 413Cares
- **309** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	26	68	14	10	154	69	183	112	45	31

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

# 413Cares Supporting Springfield




- Raising awareness of existing services
- Connecting people to needed services and programs
- Connecting service providers to each other

A flyer for 413Cares. At the top is the 413CARES logo, which includes a green location pin icon with a person inside, followed by the text "413CARES" in large green and black letters, and "Connecting People With Resources" in smaller black text below it. Below the logo is the text "Check Out the Online Community Resource Database For the 413". The main body of the flyer has a light blue background with the text "Search for and connect with **FREE** resources in your community". Below this text is an illustration of a woman with dark hair, wearing a pink shirt, sitting at a desk and looking at a computer monitor. At the bottom of the flyer is a green banner with the text "Find FREE and reduced-cost services and programs related to:". Below this banner are six circular icons representing different services: Housing (house icon), Food and Nutrition (apple icon), Early Education (ABC blocks icon), Behavioral Health & Recovery (heart with brain icon), Healthcare (red cross icon), and And More! (person icon). Below the icons is the text "413Cares is free, easy to use and can be used anonymously". At the bottom of the flyer is a green banner with the text "GO TO 413Cares.org". To the right of this banner is a QR code and a small logo for the Public Health Institute of Western Massachusetts.

# 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**



Connecting People With Resources

<input type="text" value="Keyword or program name"/>	<input type="text" value="Enter your ZIP code"/>	<input type="button" value="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](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 Baystate Community Health Needs Assessment

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



# Contact Us

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**QUESTIONS?**

