

Community Needs and Resources

WEST SPRINGFIELD

January 2023



PUBLIC HEALTH INSTITUTE
OF WESTERN MASSACHUSETTS
PARTNERS FOR HEALTH EQUITY



413CARES
Connecting People With Resources

West Springfield Profile

Census Data



Census Data: Age



Total Population: 28,835

Median Age
West Springfield

The median age of
Our Community is

41.0
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

West Springfield

1,624

5.7% of our Community are
children under 5 yrs old

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

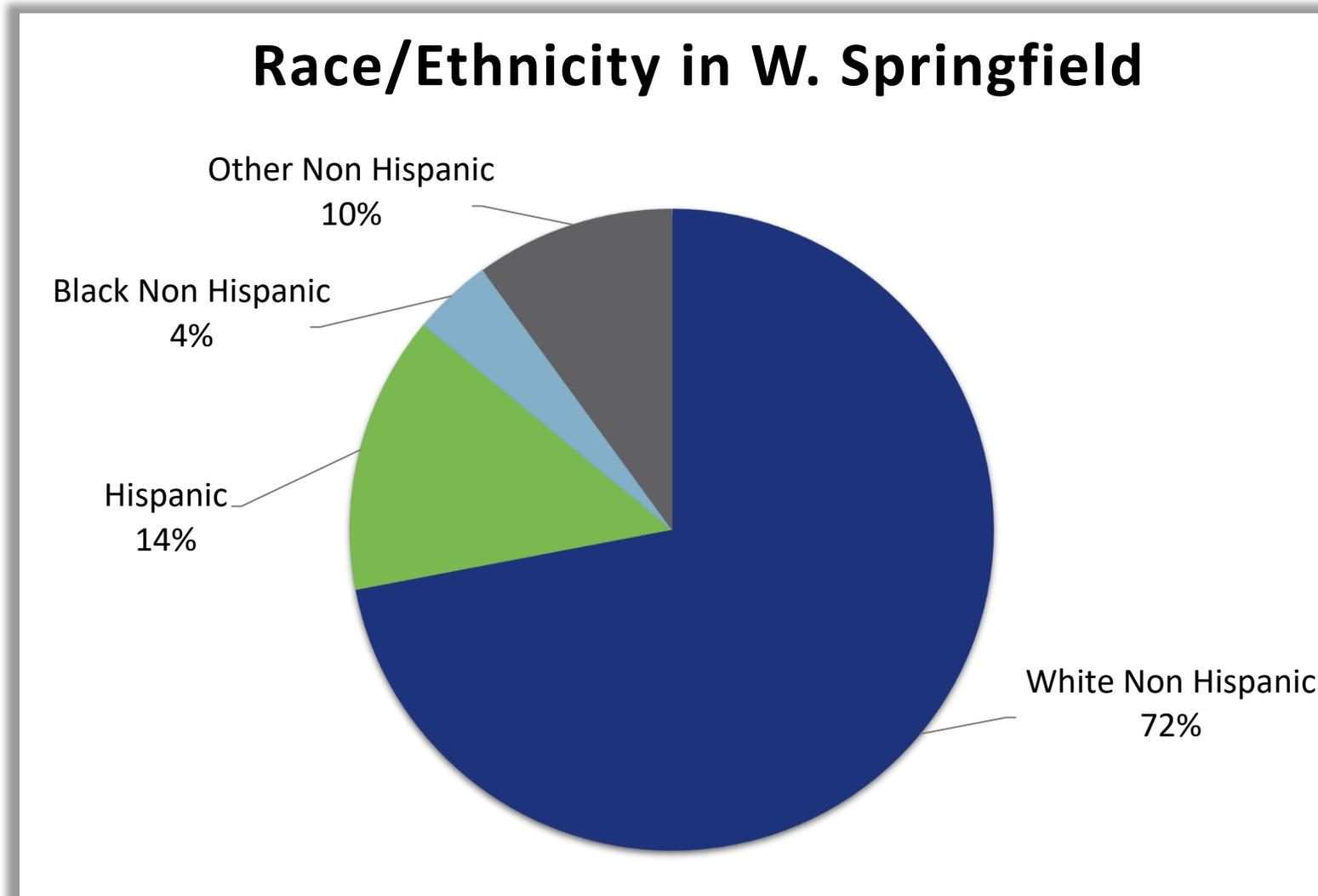
Number of Seniors in Our
Community

West Springfield

4,220

14.8% of our Community
are senior 65+ yrs old

Census Data: Race & Ethnicity

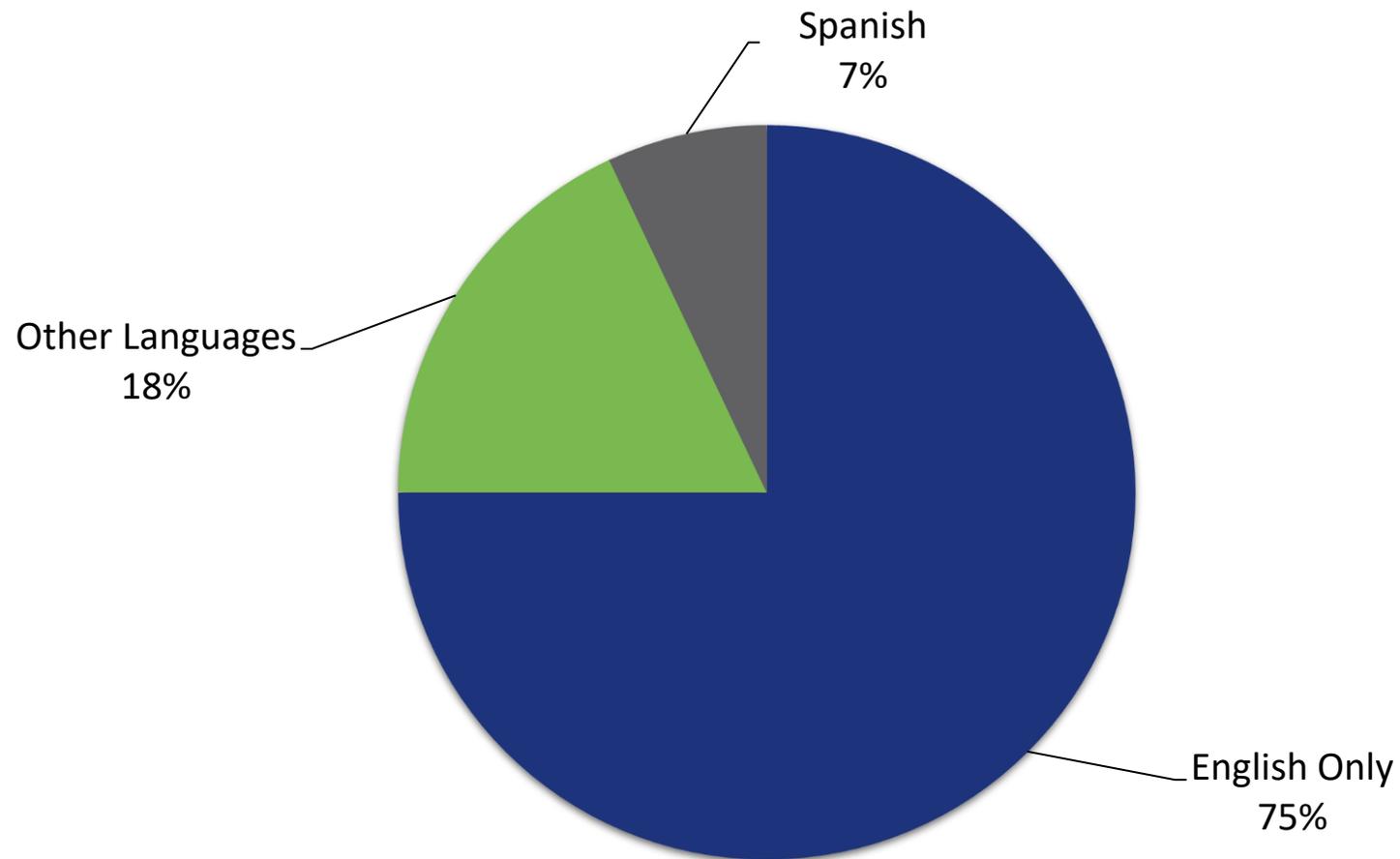


Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171)

Census Data: Language

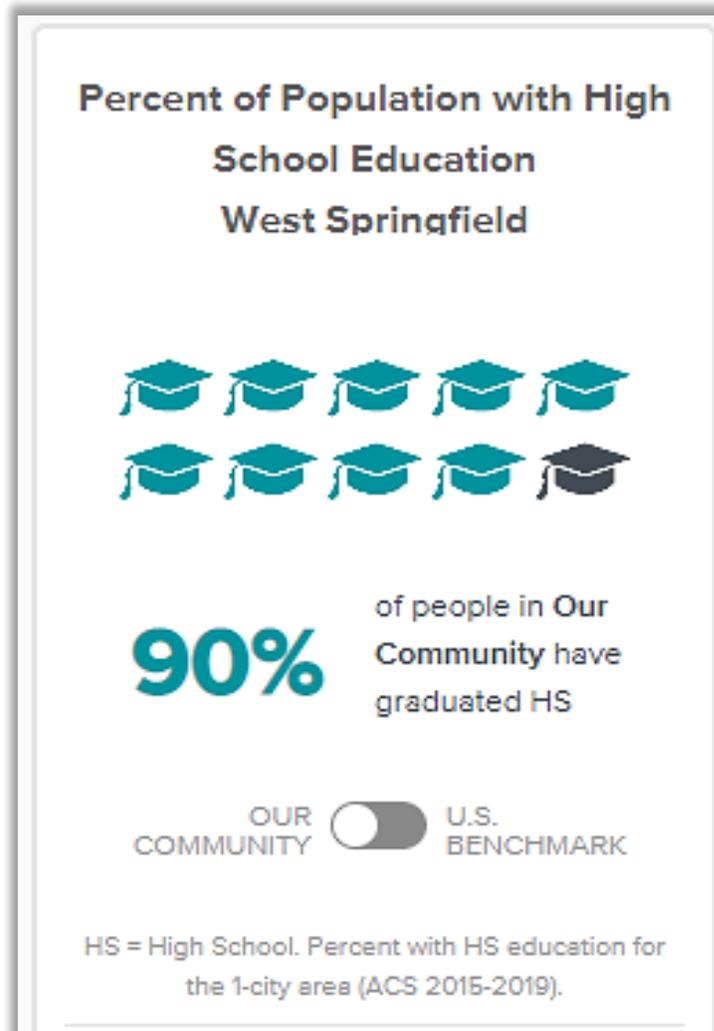


Languages Spoken at Home in W. Springfield



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

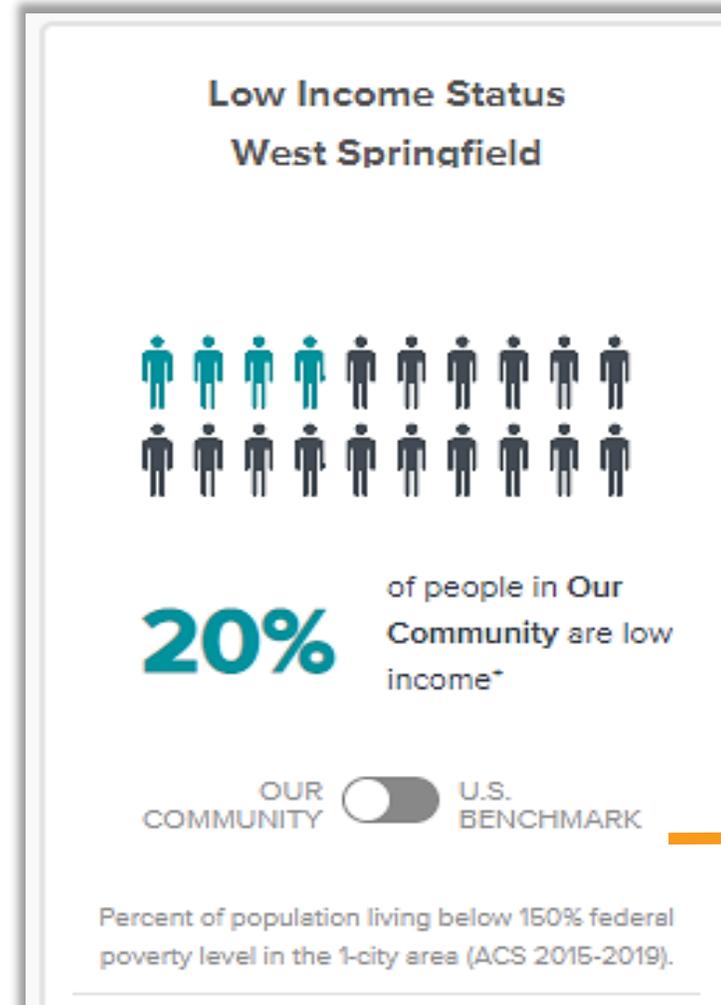
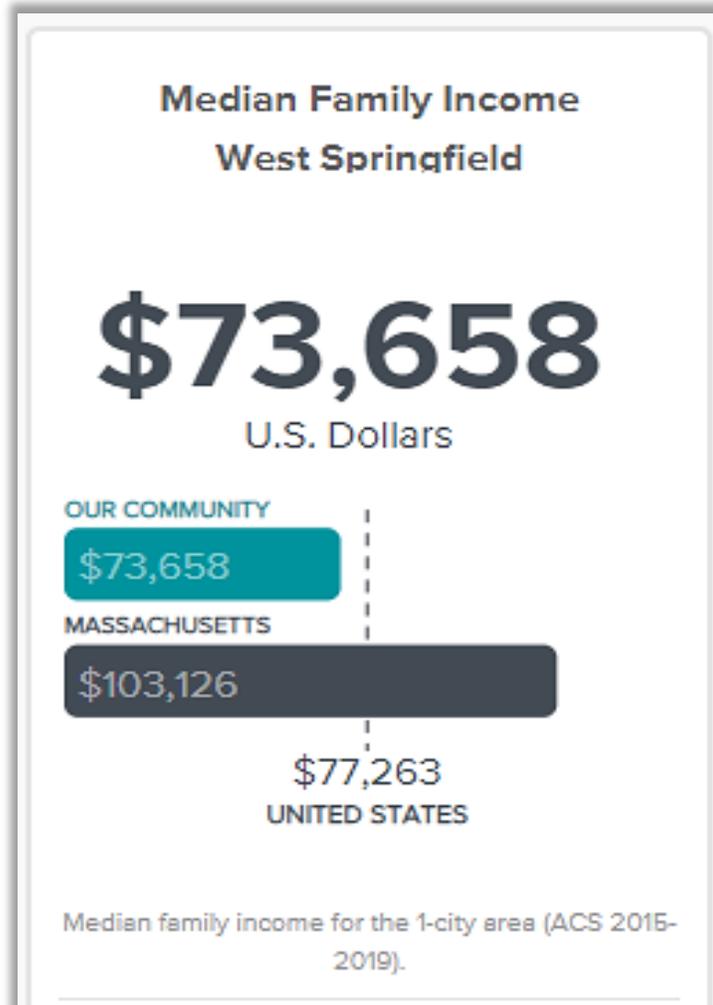
Census Data: Education



compared to **88%** of US population

Source: Broadstreet, ACS 2015-2019

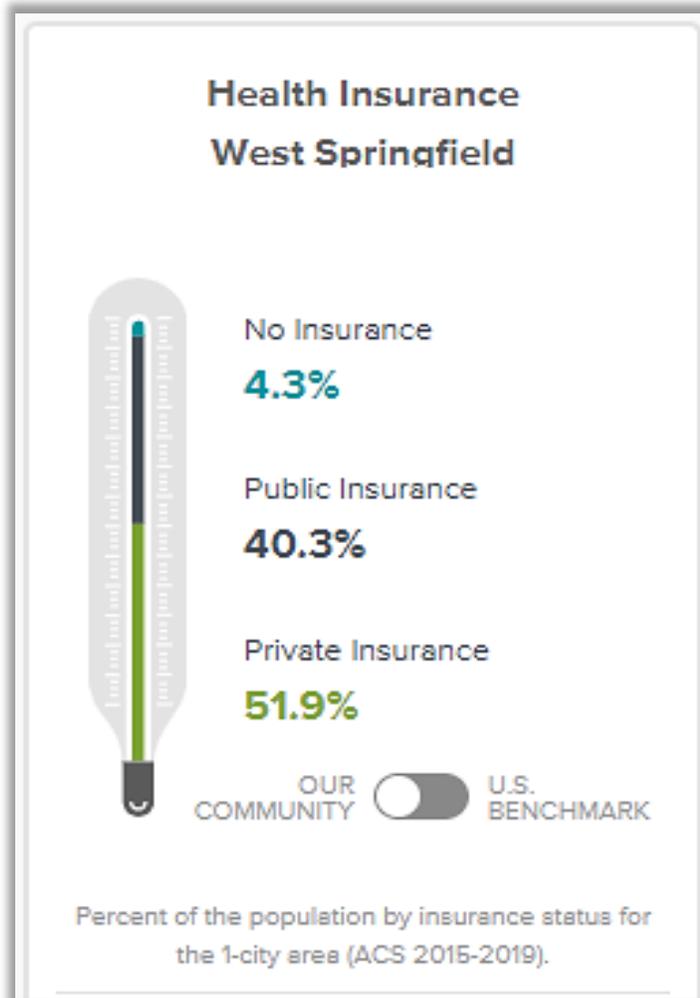
Census Data: Income



*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

West
Springfield
Profile

COVID-19 Data



COVID Data: W. Springfield

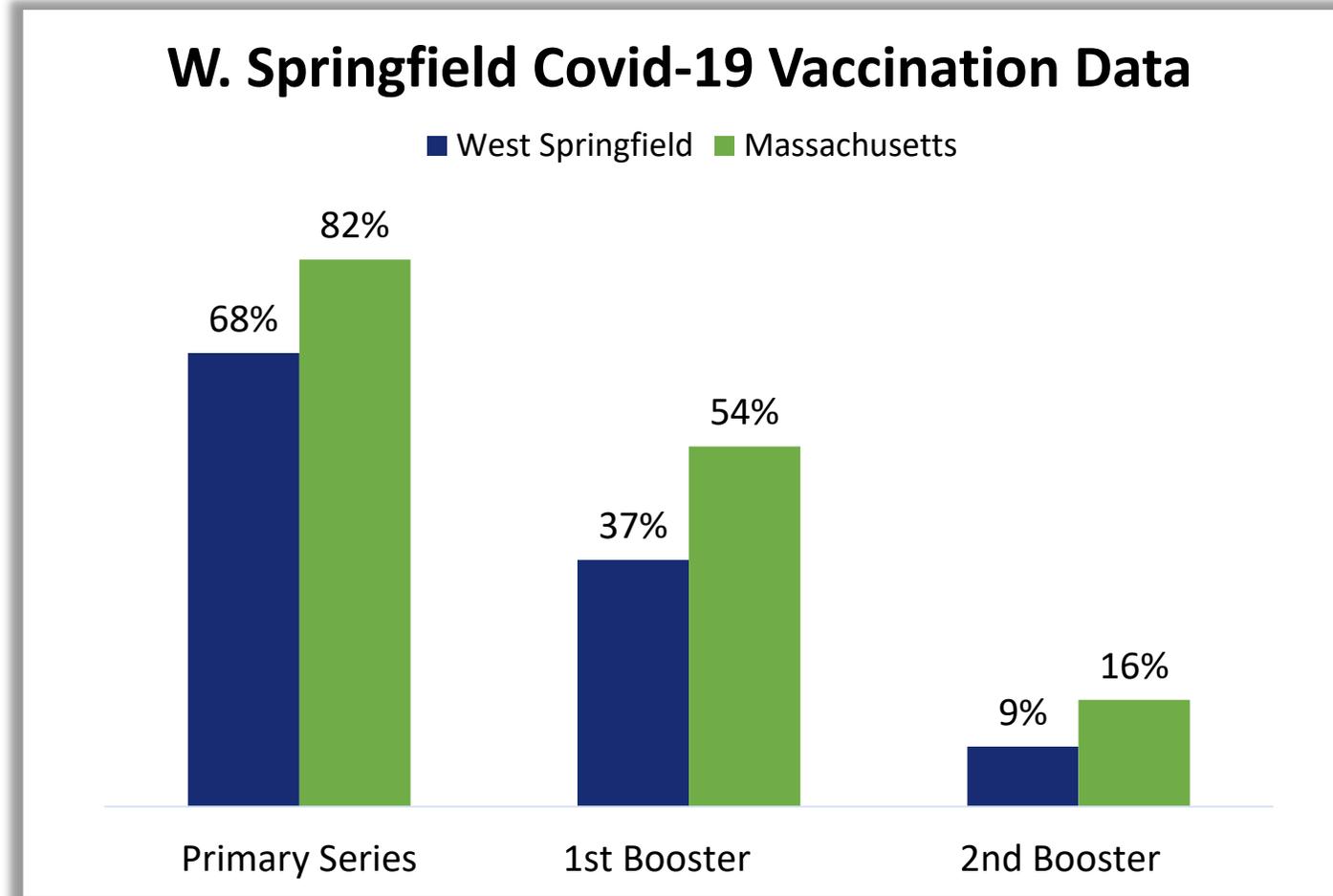


Total Population: **28,835**

Total COVID Cases: **8,870**

Total COVID Deaths: **83***

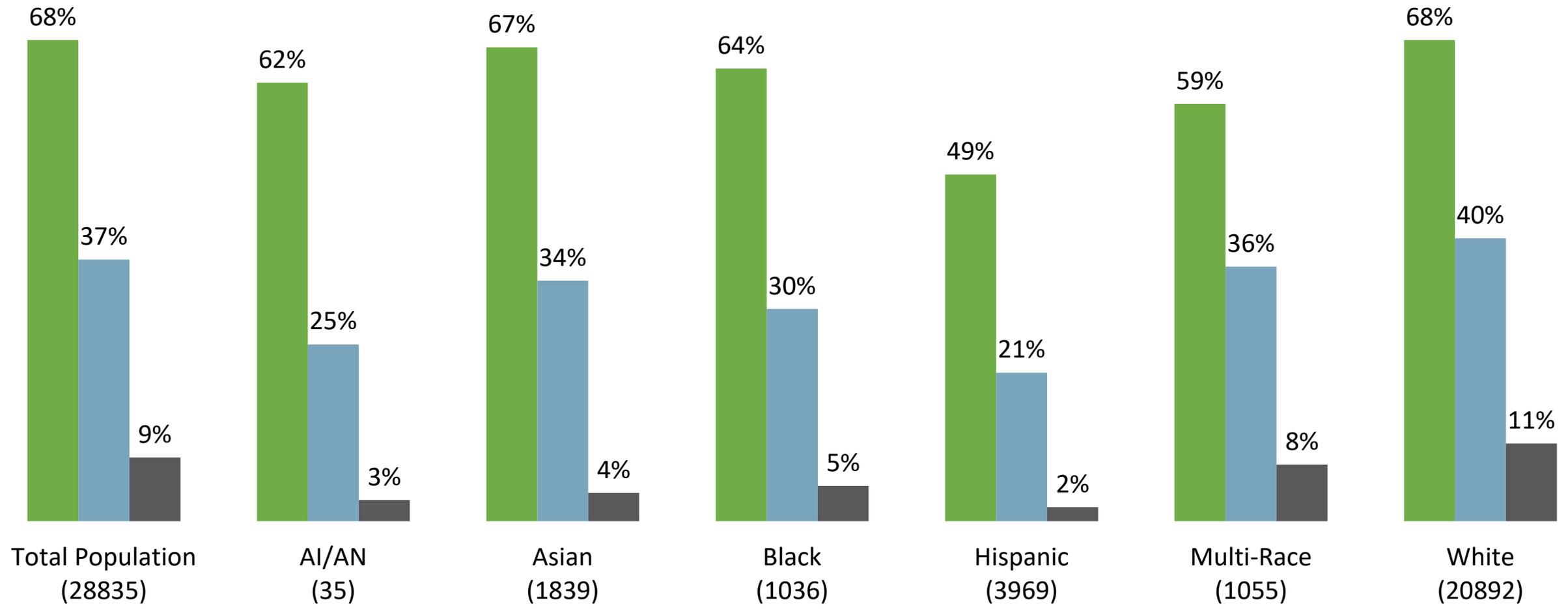
**death total from 2020 & 2021 only.*



Vaccination Rate by Race/Ethnicity in W. Springfield



■ Primary Series ■ First Booster ■ Second Booster

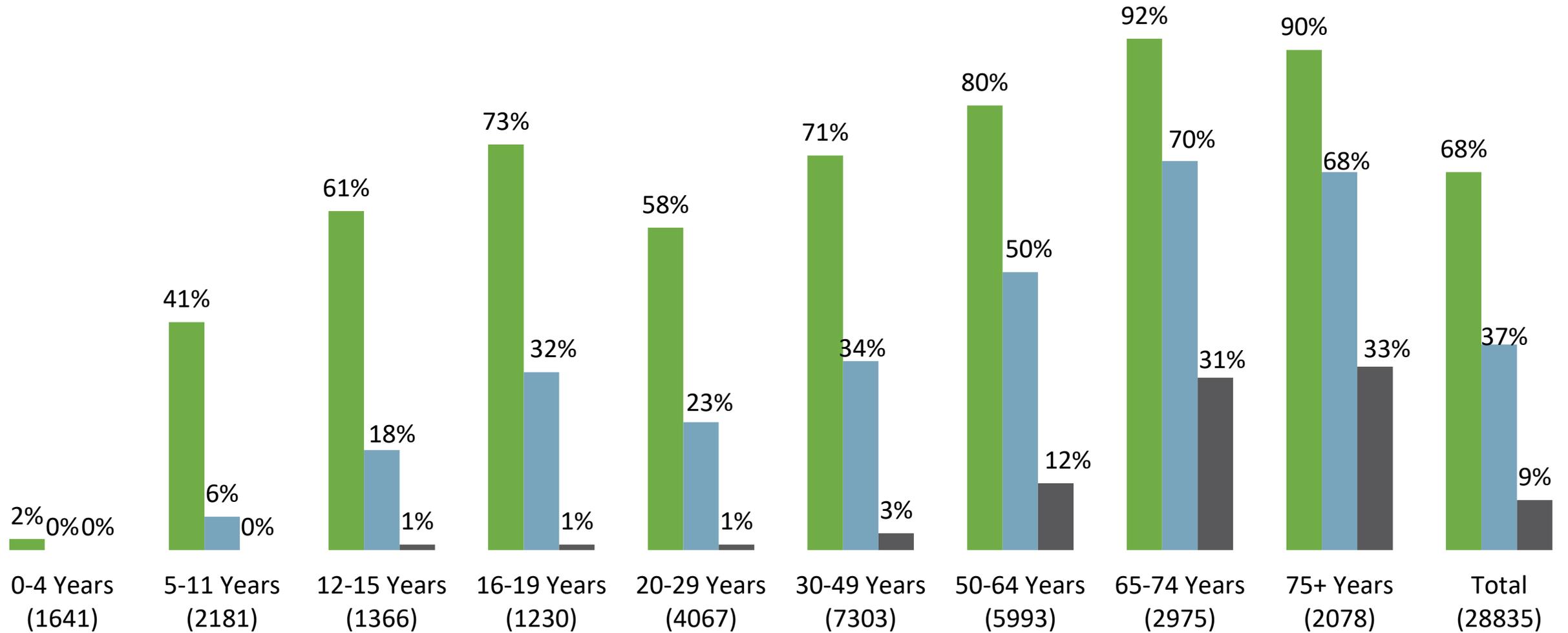


Source: MA Department of Public Health [Covid-19 Response Reporting](#), October 2022

Vaccination Rate By Age in W. Springfield



■ Primary Series
 ■ First Booster
 ■ Second Booster



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 West Springfield, there were 319 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 West Springfield or have good representation from priority populations.

CCIS Data: W. Springfield



Worried about Basic Need Expenses (N=319)

% worried about paying for 1 or more types of **expense or bills** in the coming few weeks



% worried about getting **food or groceries** in the coming weeks



% worried about getting **medication** in the coming weeks



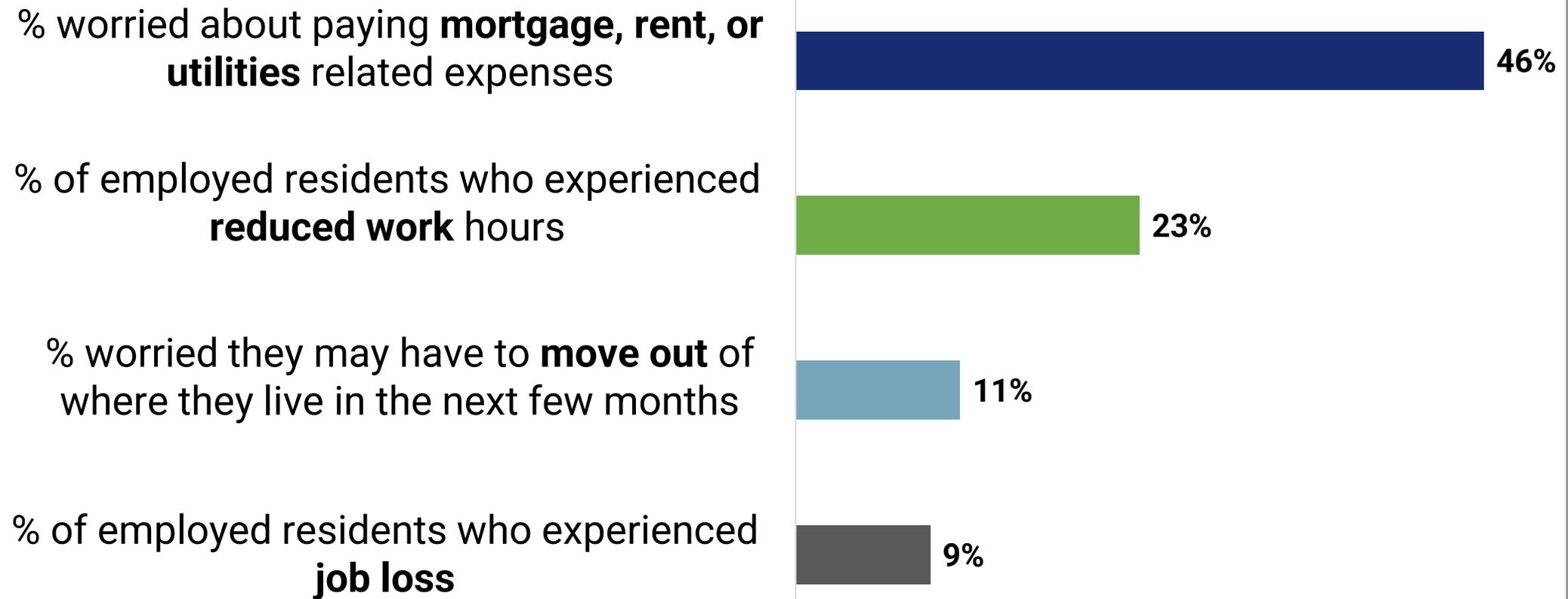
% worried about getting **broadband** in the coming weeks



CCIS Data: W. Springfield



Impact on Income and Jobs (N=319)



CCIS Data: W. Springfield



Impact on Health (N=319)

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



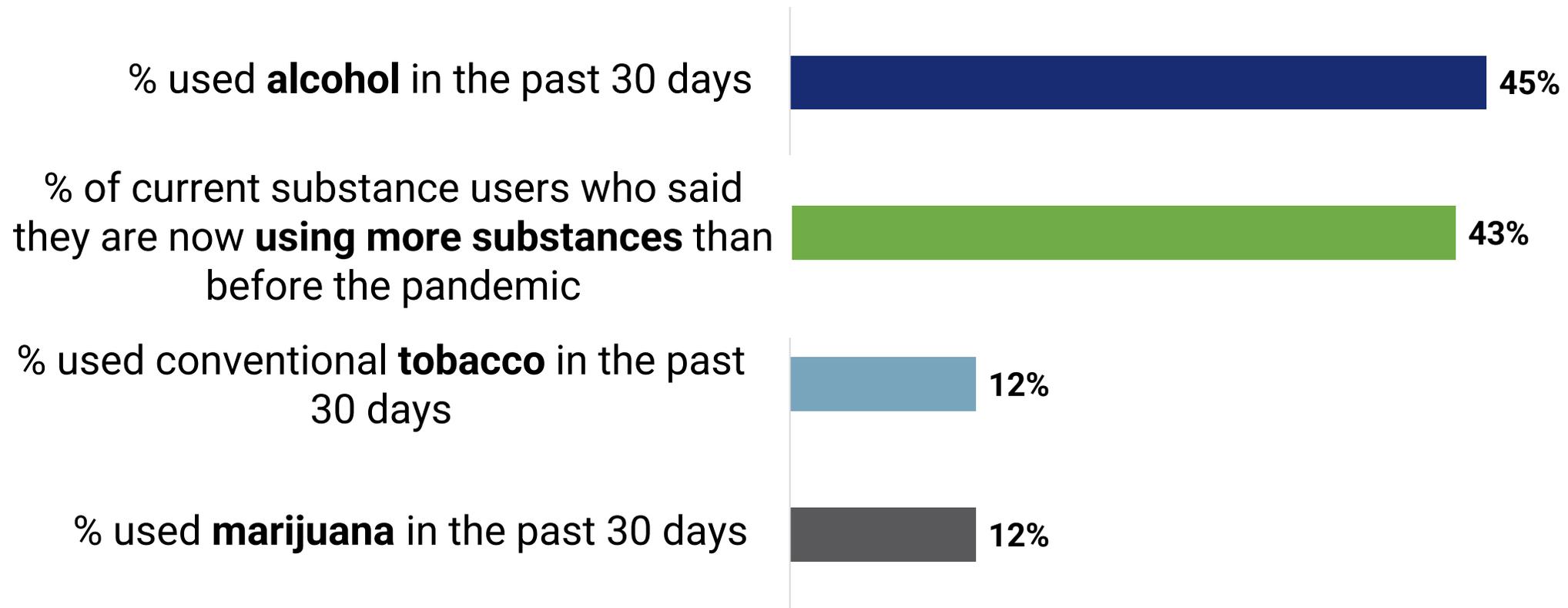
% who had not gotten the **medical care** that they needed since July of 2020



CCIS Data: W. Springfield



Substance Use (N=319)



West
Springfield
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



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](#)

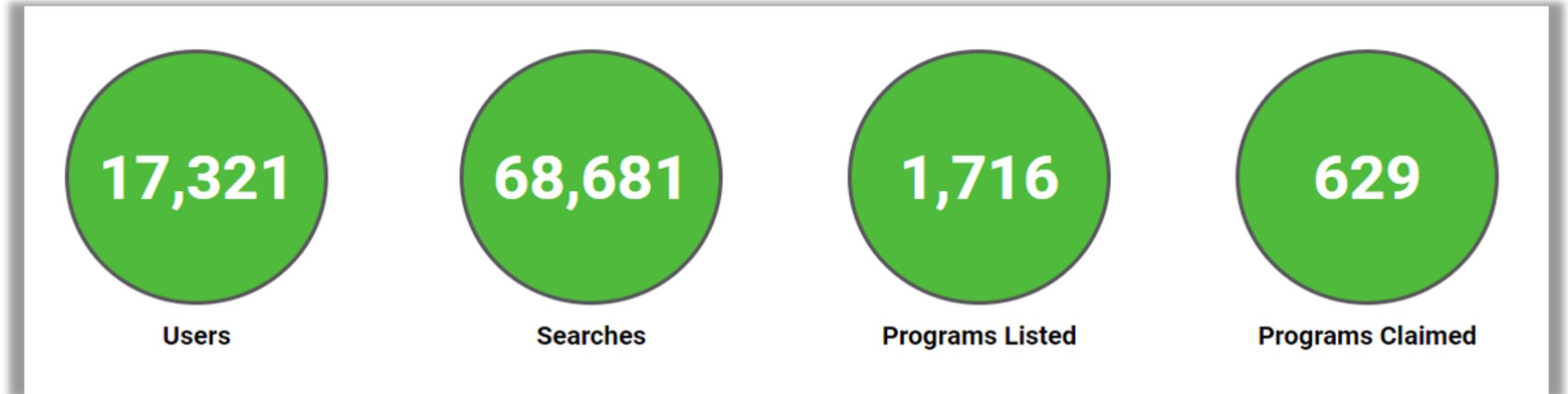


More partnerships are on the horizon!

413Cares Engagement



As of January 2023



413Cares Growth

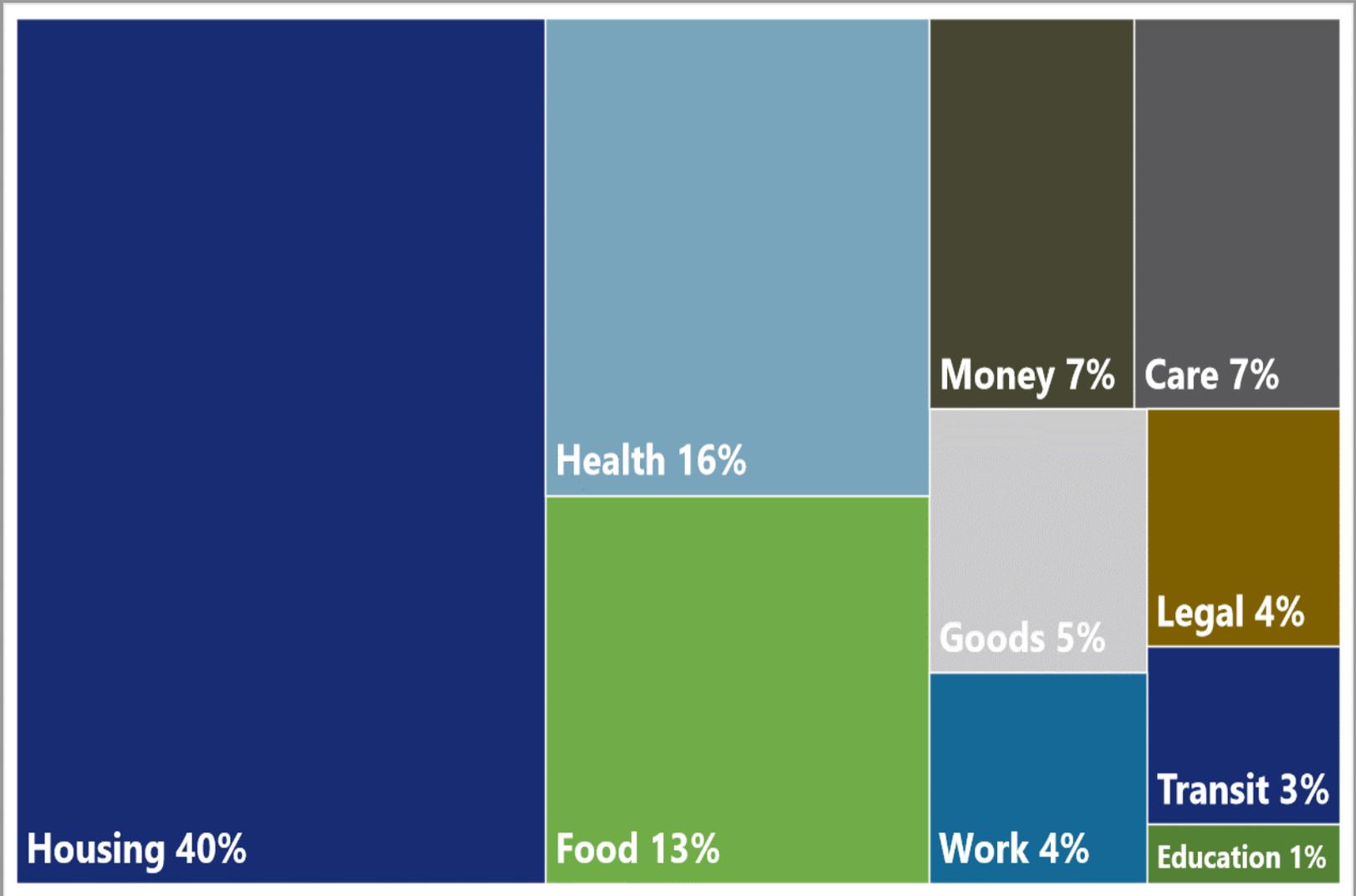


Activity	2021	2022	% Increase
Searches	17,841	31,762	78%
Users	4,812	8,065	68%
Programs Added	325	481	48%
Programs Claimed	113	202	79%

What are people searching for in W. Springfield?



Search categories (all time) in West Springfield



Search terms (all time) in West Springfield

Term	Searches
housing	92
food	38
help find housing	31
help pay for housing	25
help pay for healthcare	24
food pantry	22
rent	20
help pay for utilities	15
food delivery	13
housing vouchers	13
prisoners' legal services of massachusetts	12
furniture	11
shelter	11
outpatient treatment	11
childcare	10



W. Springfield Programs on 413Cares

- **590** programs serving West Springfield on 413Cares
- **282** programs are claimed

	Food	Housing	Goods	Transit	Health	Money	Care	Education	Work	Legal
# of Local Programs	20	57	11	10	148	58	164	96	38	28

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

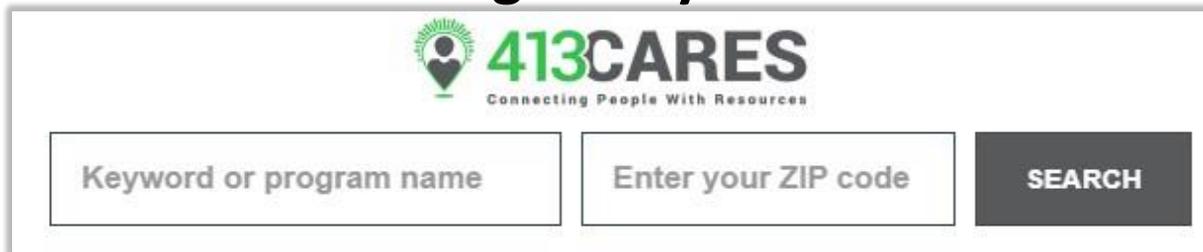
413Cares Supporting W. Springfield

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

A promotional graphic for 413Cares. At the top is the 413CARES logo with the tagline "Connecting People With Resources". Below it, text says "Check Out the Online Community Resource Database For the 413". The main section features an illustration of a woman sitting at a desk using a computer, with the text "Search for and connect with FREE resources in your community". A green bar below lists categories: Housing, Food and Nutrition, Early Education, Behavioral Health & Recovery, Healthcare, and And More! Below this bar, it states "413Cares is free, easy to use and can be used anonymously". At the bottom, there is a QR code, a link to "Watch Video to Learn More" (with a note "Scan with the cares app on your smartphone"), and a "GO TO 413Cares.org" button with another QR code and a small logo.

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**



The search widget features the 413CARES logo at the top, which includes a person icon with a location pin and the text "413CARES Connecting People With Resources". Below the logo are three input fields: a text box for "Keyword or program name", a text box for "Enter your ZIP code", and a dark grey button labeled "SEARCH".



The poster for 413Cares.org has a green header with the text "413Cares.org Connecting YOU with Resources in Western Massachusetts An Online Community Resource Database For the 413!". Below the header is a green arrow pointing to "GO TO 413Cares.org" with the subtext "Critical information, resources and referrals". A central box titled "Resources Available" lists categories with icons: Food and Nutrition (apple), Housing (house), Behavioral Health & Recovery (heart with brain), Healthcare (cross), Early Education (ABC blocks), and "And More!". Below this is another "GO TO 413Cares.org" button with a QR code and the text "Scan with the camera app on your smartphone.". At the bottom, it states "413Cares is an online resource managed by the Public Health Institute of Western Massachusetts" and includes the 413CARES logo and the Public Health Institute of Western Massachusetts logo.

Interested in More Data?

MA COVID Community Impact Survey (CCIS)

For CCIS questions and to submit a request, contact:

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kszegda@publichealthwm.org

Victoria Hill

vhill@publichealthwm.org



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>



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QUESTIONS?

