Using Technology to Strengthen the Local Safety Net
<table>
<thead>
<tr>
<th>Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Welcome &amp; Housekeeping</td>
</tr>
<tr>
<td>2. Setting the Context for 413Cares</td>
</tr>
<tr>
<td>3. 413Cares Overview &amp; Demonstration</td>
</tr>
<tr>
<td>4. Panel of Organizations Using 413Cares</td>
</tr>
<tr>
<td>5. Questions</td>
</tr>
</tbody>
</table>
Polls!

Poll #1: How do you use 413Cares? *(check all that apply)*

Poll #2: Where do you primarily work? *(check all that apply)*
Setting the Context

What are the top needs and how can 413Cares help?
Connection to Social Determinants of Health

Image from the Centers for Disease Control and Prevention (CDC)
What are people seeking on 413Cares?

Overall Search Data

- Housing 35%
- Health 12%
- Care 8%
- Goods 7%
- Transit 7%
- Money 6%
- Education 4%
- Legal 3%
- Work 2%

Food 18%

Top 3 Search Categories by County

<table>
<thead>
<tr>
<th>County</th>
<th>Housing</th>
<th>Food</th>
<th>Health*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berkshire</td>
<td>24%</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>Franklin</td>
<td>34%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Hampden</td>
<td>38%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Hampshire</td>
<td>30%</td>
<td>17%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*mostly mental health & substance use
What is 413Cares and How to Use It

413CARES
Connecting People With Resources

PUBLIC HEALTH INSTITUTE OF WESTERN MASSACHUSETTS
PARTNERS FOR HEALTH EQUITY
413Cares Overview

- Online community resource database for all counties of western MA and beyond
- **FREE** to use for individuals and organizations.
- Information is secure – High Trust certified, FERPA & HIPPA compliant
- Ability to use in a variety of languages
- Partners with findhelp – a national platform that has built an extensive care network of free and reduced cost services in the US & Puerto Rico since 2010

Support from:
- Advisory board to help guide our continued development
- Funded by Baystate and MA Department of Public Health
- Managed by the Public Health Institute of Western MA
Advisory Board & Partnerships

Advisory Board
- Baystate Health
- Behavioral Health Network
- Berkshire Regional Planning Commission
- Community Action Pioneer Valley
- Food Bank of Western MA
- Gandara Center
- Greater Springfield Senior Services
- Holyoke Health Center
- Holyoke Safe Neighborhood Initiative
- Pioneer Valley Planning Commission
- Quaboag Hills Community Coalition
- Square One
- Way Finders
- WestMass ElderCare

Current Partners
- Alliance for Digital Equity
- Berkshire Regional Planning Commission
- Break the Stigma Campaign
- Community Action Pioneer Valley
- Food Bank of Western Massachusetts
- Hilltown Community Health Center
- Pioneer Valley Planning Commission
- Quaboag Hills Community Coalition
- Springfield WORKS
- Women’s Fund of Western Massachusetts
Bringing 413Cares to More of W. MA

Regional partnerships are helping us to increase awareness and use of 413Cares in:
• Berkshire, Franklin, and Hampshire Counties
• Quaboag and Hilltown areas
• Municipalities
How to use 413Cares

1. (Everyone) Find community services for you or people you work with
   - Search is based on keyword and zip code or using one of our resource pages
   - Save and share programs

2. (Organizations) Access free and easy to use tools
   - Manage/customize program listings
   - Set up bi-directional referrals and screeners,
   - Track program analytics (data dashboards)
413Cares Site Engagement (all time)

- Users: 29,901
- Searches: 107,160
- Programs Listed: 3,600
- Programs Claimed: 1,128
Square One’s Services and Using 413Cares
Demo!

- Finding services using search widget and resource pages
- Finding program info and how to connect to a program
- Sharing programs & languages supported
- Free tools (suggesting updates and new programs, saving programs)
- Tools for organizations
Support in Using 413Cares

• Schedule a training for your organization
• Get support in adding or claiming programs
• Refer to our webpage with information for organizations.
• Request printed materials
• Add the search widget to your website
• Contact us

Francheska Bermudez  
Project Coordinator  
Fbermudez@publichealthwm.org

Liv Anna Homstead  
Coalition Building Manager  
Lhomstead@publichealthwm.org
How Organizations Are Using 413Cares

FOOD BANK
OF WESTERN MASSACHUSETTS

WAYFINDERS

NNCC
NEW NORTH CITIZENS’ COUNCIL

HOLYOKE SAFE NEIGHBORHOOD INITIATIVE
Feeding Our Neighbors in Need and Leading the Community to End Hunger

Since 1982, the Food Bank of Western Massachusetts has been feeding our neighbors in need and leading the community to end hunger. We distribute food to our members in Berkshire, Franklin, Hampden and Hampshire counties.
Food Bank of Western Massachusetts

Find a Pantry or Meal Program

SNAP Outreach & Enrollment

Call our SNAP outreach team at (413) 992-6204 for additional information or assistance!

Do you need help buying groceries every month? The federal nutrition program called SNAP (Supplemental Nutrition Assistance Program—or food stamps) is available for you. Everyone can apply for SNAP benefits—college students, seniors over 60, people with disabilities, homeless individuals, and families. Call the Food Bank’s SNAP line at 413-992-6204 and one of our Coordinators can quickly tell you if you’re eligible and help you apply for SNAP benefits over the phone. If you need help in languages other than English and Spanish, we can assist with those, too. Our services are free to all Western Massachusetts residents.

Nutrition Program

Hunger is not just about lack of food. It’s also about lack of nutritious food. Here at the Food Bank, our dedicated Nutrition department addresses the connection between food and health by leading programs in the community, and educating our neighbors in need so they can make healthier choices. Drawing upon their years of experience, they share their knowledge and improve households’ health by raising awareness of the foods they eat.
Within the past 12 months, you worried that your food would run out before you got money to buy more.

Within the past 12 months, the food you bought just didn’t last and you didn’t have money to get more.
We are averaging about 40 referrals/month through this program.
Way Finders: A Wide Range of Housing

- Homelessness
- Emergency Shelter
- Supportive Housing
- Subsidized Housing
- Affordable Rental Housing
- Affordable Home Ownership
- Market Rental Housing
- Market Home Ownership

Emergency Shelter, Transitional Housing
- Rental Assistance
- Emergency Financial Assistance
- Housing-Related Education & Counseling
- Resident Services & Engagement, Community Leadership & Development
- Workforce Development, Job Training & Employment Supports
- Individual Advocacy (Fair Housing) & Policy Advocacy

Real Estate & Community Development
- Property & Asset Management
- Real Estate & Community Development

Economic Development, Entrepreneurship Support & Job Creation
- Administration & Staff Departments
How Way Finders Uses 413 Cares

Resource Navigation

Marketing of our Programs

Referral Mechanism: In and Out

Staff Confidence in referrals

Staff Onboarding and Training

family.neighborhood.community.
Connect with Us through 413Cares

**Housing Consumer Education Center**
by WayFinders
Reviewed on 02/28/2024

Housing Consumer Education Centers provide information that helps consumers make informed decisions about their housing situation and serves as a resource for homeless individuals and...

- Main Services: emergency payments, help pay for housing, help find housing, foreclosure counseling, homebuyer education, financial education, navigating the system, one-on-one support

- Serving: adults 18+, individuals, families, home owners, home renters, homeless, near homeless, in crisis, emergency

**Next Steps:**
Contact or go to the nearest location or call 413-233-1600.

- 0.32 miles (serves your local area)
1780 Main Street, Springfield, MA 01103
Open Now: 8:30 AM-4:00 PM EST

**Emergency Financial Housing Assistance**
by WayFinders
Reviewed on 02/28/2024

The RIFT program helps keep households in stable housing situations when facing eviction, foreclosure, loss of utilities, and other housing emergencies requiring assistance with move-in costs...

- Main Services: emergency payments, help pay for housing, financial assistance

- Serving: adults 18+, home owners, home renters, homeless, near homeless, emergency

**Next Steps:**
Apply on their website or contact or go to the nearest location.

- 0.32 miles (serves your local area)
1780 Main Street, Springfield, MA 01103
Open Now: 8:30 AM-4:00 PM EST
Mission
To provide advocacy, public & human services to preserve and support families resulting in the improvement of quality of life, with an emphasis on the multicultural community

Who do we serve?
The organization serves Springfield, Massachusetts, and nearby communities in Hampden County, with some programs now serving the entire state of Massachusetts.

Programs
• Family Services (DCF, DDS and other resources)
• Substance Abuse Programs
• Gambling Prevention
• Housing
• Community Development Opportunities
• Youth Services
• Re-Entry programming
• Childcare
• Early Education
New North Citizens Council as an organization used 413Cares to be accessible to our community at large when it comes to the different resources.

• All our direct services programs are listed on the platform
  ○ Individuals can learn how to access the resource
  ○ Community Partners can make referrals, follow up and track progress

Parent Child+ is our latest addition to the platform, this is an early literacy program for families with children from 18-30 months.

• If an individual conducts a search on early learning programs in any of the Springfield zip codes, this program will come up in the search.
• Interested families/practitioners with families in need will have the option to refer their information and the program director will get a notification to be able to get in touch with them to follow up with more information.
CONTACT INFORMATION

www.newnorthcc.org
jburgos@newnorthcc.org
413-301-7717
1500 Main St
Suite 220
Springfield MA 01105
Holyoke Safe Neighborhood Initiative

- Community Engagement
- Programming for Youth & Families
Holyoke Safe Neighborhood Initiative

Connecting Holyoke residents to services found on 413Cares
Holyoke Safe Neighborhood Initiative

Integrating 413Cares into new technology
Contact Us

Francheska Bermudez
Project Coordinator
Fbermudez@publichealthwm.org

Liv Anna Homstead
Coalition Building Manager
Lhomstead@publichealthwm.org