

Fostering a Healthy and Connected Community

For more than a century, Sentara Martha Jefferson Hospital has worked to improve the health of friends and neighbors in our community, providing compassionate care for all who walk through our doors and reaching outward to work for greater health equity in our community.

Every three years, Sentara Martha Jefferson partners with colleagues at the UVA Health System and the Blue Ridge Health District to create a comprehensive study of the most pressing health issues in our community. The most recent Community Health Needs Assessment identified four priority areas:

- Reduce health disparities and improve access to care.
- Promote healthy eating and active living.
- Address mental health and substance abuse.
- Foster a healthy and connected community for all ages.

Through the support of the Martha Jefferson Hospital Foundation, our Community Benefits team closely collaborates with community healthcare partners to address these urgent needs. Over the next year, we will highlight a few of the partners and programs we support and work with to improve the health of our community.

Habitat for Humanity of Greater Charlottesville



“All outcomes depend on real, spiritual ownership of your own community,” says Dan Rosensweig, president and chief executive of Habitat for Humanity of Greater Charlottesville. “That’s what makes communities last and makes them strong.”

Rosensweig speaks from experience, having spent the past 30 years championing affordable housing in the Charlottesville area, first as a grassroots advocate and, for the past two decades, as Habitat’s leader. In that time, the organization has empowered thousands of people in our community to achieve economic

stability and obtain a safe, healthy place to live through homeownership.

He says the work has changed him, making him less cynical and more aware of what is possible when people come together to make things better. And certainly, Habitat is changing the affordable housing landscape in our region. Since 1991, the organization has built and sold more than 200 homes to hard-working families, earning a reputation nationally

as an innovator in developing adaptable, affordable mixed-use housing that makes families and communities healthier and stronger.

Since 2007, the organization's flagship project has been the Southwood Mobile Home Park, located on 120 acres just south of Charlottesville off Old Lynchburg Road, that is home to 1,500 residents—mostly Latino, and one-third children. Habitat bought the land and embarked on an ambitious community-development project, unique in its breadth, complexity and aspiration. More than 200 families are collaborating on a vision for the new neighborhood, where all current residents will have the option to rent or purchase their homes, with a commitment that no one will be displaced.

To date, the organization has invested \$25 million in the project, thanks to the generosity of local supporters. Additional funding has been secured through local, state and federal support, as well as through innovative collaborations with for-profit developers to create below-market-rate housing for Habitat families and market-rate housing options that will be sold to the general community—making Southwood a true public/private partnership.

“This project is too big for one entity,” says Rosensweig of the effort, which broke ground in September 2020. While the first homes are anticipated to be ready for move-in during 2022, the ultimate vision for Southwood will take several years to be fully realized. “To complete the project, we will need the stamina and perseverance of the entire community.”

For its part, Sentara Martha Jefferson Hospital provided a \$100,000 grant last year to help Habitat address imminent health threats posed by asbestos water lines, fuel tanks leaking into the soil, and sewage bubbling up from the ground—caused by years of neglected maintenance at Southwood.

The grant recognizes that access to quality health services isn't the only driver toward achieving healthy outcomes. Economic stability and the built environment around us are also of huge importance. Habitat assists in providing both elements through homeownership, helping more people invest in homes to care for their families and build personal wealth for future generations—at the same time developing safe, affordable neighborhoods that provide access to transportation and recreation, as well as healthy food, air and water quality.

Given their shared mission to advance health and wellness for all people in our area, Sentara Martha Jefferson Hospital and Habitat for Humanity are natural partners. “We've got to go forward together,” Rosensweig says. “We need to maintain a fundamental commitment to help lift people up at Southwood and throughout our entire community.”

Sentara Cares

Our mission to improve health every day drives everything we do to keep individuals, families and the community we serve healthy. We do this by establishing partnerships that create a positive impact in our communities.

Through the support of the Martha Jefferson Hospital Foundation and the Sentara Healthier Community Fund, Sentara Martha Jefferson Hospital provides grant funding to community health partners, like Habitat for Humanity, located in the Blue Ridge Health District and surrounding counties. Find out more at [SentaraCares.com](https://www.sentaracares.com).



Regular cleanup days to bring together Southwood residents and volunteers to care for the community.