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Cross-Sector Partnerships Create New Health and Wellness Opportunities for CPDC Residents in Baltimore

As CPDC gears up to break ground on its first housing community in Baltimore, the foundation of an innovative network of health and wellness services for residents has already been laid.

April 5, 2016

CPDC's new West Baltimore community is abuzz with construction as a \$10 million renovation of the aging public housing facility is well underway.

But months before construction began, something else was being built: a network of healthcare services to benefit residents.

Health and wellness has long been among CPDC's areas of focus in [community development](#)—and a commitment we've successfully executed in many communities through services including resident-managed food pantries, fitness classes, fresh produce delivery and more.

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"Partnerships have helped establish resident trust in CPDC as a developer. People see we're bringing in resources designed to support them. They see a genuine interest in our work to ensure opportunities for their community."
~Karon Phillips
CPDC Senior CIS Manager



Hollins House, the home to seniors and non-elderly disabled individuals where CPDC will host a groundbreaking celebration in two weeks, the need

for health and wellness services is perhaps more important than ever. Data shows the Baltimore zip codes of 21216, 21217, 21229 and 21223 (the zip code for Hollins House) have among the highest disease burden and worst health outcomes in the state of Maryland.

CPDC hopes to help turn the tide and has teamed up with the University of Maryland Baltimore (UMB) Center for Community Engagement, UMB School of Pharmacy, Johns Hopkins University and the Virginia Health Quality Center, to offer residents critically-needed healthcare services including diabetes and hypertension management programs, health fairs, free exercise program and access to fresh, local produce at a reduced cost.

Karon Phillips, Senior Manager for Community Impact Strategies at CPDC, has been working to build the health and wellness network at Hollins for the past year. In a community that has lacked resources and support for residents, she says partnerships have been instrumental in inspiring residents to be more proactive about their health.

“All of CPDC’s health initiatives have one thing in common: they rely on cross-sector partnerships to work,” Phillips said. “Hollins House residents were initially skeptical about the health services we were introducing. A good example is a diabetes class we offered, where many questioned the benefit. Now, they are requesting a second class.”



Karon Phillips
CPDC Senior Manager
Community Impact Strategies

Phillips describes CPDC’s partnership with UMB as having dual benefits.

“Not only does it provide an opportunity for students to gain firsthand experience in a place where health disparities are rampant — but it has also established resident trust in CPDC as a developer,” Phillips said. “Residents see we’re bringing in resources truly designed to support them. They see a genuine interest in our work to ensure opportunities for their community.”

For more information on CPDC’s new Hollins House see:

[“CPDC Secures Inaugural Affordable Housing Community in Baltimore with \\$10 Million Hollins House Redevelopment “](#)

[“Harkins Builders Hosts Open House and More for Hollins House Residents”](#)

[“Preserving Long-Term Affordability and Offering Resources in Baltimore’s Hollins Market Community”](#)

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