

Introduction

In recent years an opioid crisis has pervaded the streets of Rochester NY in a predominantly Puerto Rican neighborhood. A community based project, aimed at combating the open-air heroin market in this target area, was created with the help of several area partners.

Boricua: term used among Puerto Ricans for identifying themselves

Methods

- Read books about Puerto Ricans in Rochester
- Conducted interviews
- Reviewed literature on Puerto Rican culture
- Consulted family members

History of Puerto Ricans in Rochester

- Puerto Ricans in Rochester can be traced as far back as the 1890's
- Many Puerto Ricans came to Rochester during the "Great Migration"
- Commonly employed at Ragu, French's Mustard, Gerber, and Hickey Freeman
- Settled in the Northeast Quadrant of Rochester because of St. Bridget's Church, Mount Carmel Church, & St. Michael's Church.
- In 1968, the Ibero-American Action League was founded
- The first Puerto Rican festival was held in 1970 at the Brown Square area.
- Hurricane Maria (2017) is expected to cause a new "Great Migration"

Components of Puerto Rican Culture



Food



Family



Religion



Music



Holidays & Festivals

Definition of Culture

- Dodd (1998)
"The holistic interrelationship of group's identity, beliefs, values, activities, rules, customs, communication patterns, and institutions."
- Triandis (1994)
"Culture is a shared meaning system, found among those who speak a particular language dialect, during a specific historic period, in a definable geographic region."

Potential Effects of Enhancing Culture

- Hope
- Positive activity
- Connectivity
- Pride
- Unity
- Charity
- Passion
- Community
- Family

Moving Forward

- Focus on the different components of Puerto Rican culture
- Looking at Puerto Rican literature
- Focusing on how folklore can explain certain components of Puerto Rican culture
- Focus on Puerto Rican history starting from the Taínos

References

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