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

**Introduction**

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

**Methods**

- **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”

- **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.”

**Definition of Culture**

**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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