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GASP Coalition Launches Meme Contest at Fitch High School

With the virtual explosion of internet memes all over social networks and blogging sites, it's unusual to log on without seeing at least one meme pop up on your newsfeed.

Memes, which are typically a photo of a frequently used character with clever, user-generated text superimposed on top, have become a popular way for friends to share a laugh over Facebook, Tumblr and Pinterest.

While memes are usually created and distributed for entertainment purposes, when used properly they can be an alternative and powerful way to promote an organization or group's message.

The Groton Adolescent Substance Abuse Prevention (GASP) Coalition believes that stimulating young peoples' interest in youth substance abuse prevention is crucial to promoting alcohol-free lifestyles for minors. Because memes have become so popular, especially among high school and college students, the GASP Coalition, with inspiration from George Mason University, came up with the idea to do a meme contest for Fitch High School students.

Coalition members hung posters all over the school, asking students to create a meme that promotes the Coalition's mission to reduce and prevent underage drinking among Groton teens and post it on GASP's Facebook page by January 14. The Grand Prize winner will receive a Kindle Fire and have their meme turned into a poster that will be posted through the school. Second prize winner will get a \$50 iTunes gift card and third prize winner will get a Fitch Falcons t-shirt.

The GASP Coalition encourages members of the Groton community to "like" our Facebook page to keep an eye out for submissions from Fitch High School students and "like" their favorite submissions.

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The GASP Coalition is funded through the Department of Mental Health and Addiction Services (DMHAS) and the Southeastern Regional Action Council (SERAC). The coalition is an initiative of Ledge Light Health District, the local health department that serves Groton, Ledyard, East Lyme, New London and Waterford. For more information on the GASP Coalition contact Michelle Hamilton at (860) 448-4882 ext. 305.

Ledge Light Health District – LLHD – serves as the local health department for East Lyme, Groton, Ledyard, New London and Waterford, Connecticut. As a health district, formed under [Connecticut General Statutes Section](#)

[19a-241](#), LLHD is a special unit of government, allowing member municipalities to provide comprehensive public health services to residents in a more efficient manner by consolidating the services within one organization.

The Director of Health and staff of LLHD work to promote health and wellness among the 120,000 residents we serve. By enforcing the Connecticut Public Health Code, conducting health education programs, monitoring disease outbreaks and nurturing our environment, LLHD is focused on *promoting healthy communities*.

LLHD's mission statement – **to prevent disease, illness and injury; to protect and nurture our environment; and to promote improved health and prosperity for all residents** – describes in more detail our slogan of “promoting healthy communities”.

Promoting healthy communities

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