Once known as the Gold Coast due to the abundance of gold along its riverbeds, Ghana gained its independence from Great Britain in 1957. For centuries, gold attracted the presence of the British and Portuguese, who territorialized the region. In fact, gold remains a primary export today. Located beside the Ivory Coast in Western Africa, Ghana sits less than 400 miles north of the equator, where it enjoys a dry, tropical climate. Dancing is a widespread cultural activity. The Ghanaian people love to dress in bright colors, purchasing many of their fabric at the largest open-air market in the region. They also love to spice up their meals with red peppers and chilies.

More than 28 million people live in Ghana, where affordable electricity remains a concern in rural areas. Most people work in the agriculture sector harvesting cocoa, timber, rice and other products. Ghana also exports oil and gold. While English is the official language, ethnic tongues are abundant there.

The family unit is the primary source of identity, loyalty and responsibility for Ghanaians. Seventy-one percent of the people consider themselves Christian. However, Islam is on the rise, particularly among young adults, who consider it fashionable to call themselves Muslim. Traditional beliefs continue to influence the population. Many Ghanaians believe the spirits of their ancestors continue to function in their lives, connecting the physical world to the spiritual world.

Lutheran Hour Ministries conducts outreach in Ghana through mass media, technology, and interpersonal channels.

Ministry Response

There is tremendous opportunity to share God’s love and reach out with the Gospel in Ghana. Lutheran Hour Ministries (LHM–Ghana) responds to the spiritual hunger across the African country through a variety of strategies:

**RADIO.** Our weekly radio program touches on biblical topics, social issues, economic issues, and much more. Because Ghanaian young adults have gravitated toward modern culture, we give young people a significant role in the on-air discussions. The broadcasts show the relevancy of the Gospel to the issues that listeners face in daily life.
HOLISTIC OUTREACH. Meeting people's practical needs is a powerful way to demonstrate Christ's love and open the door to conversations about the Gospel. Risk of infectious disease runs very high in Ghana, so we partner to bring basic medical care to impoverished communities. We also provide free eye screenings and distribute eyeglasses to people living in rural areas. In addition, once every year we partner with local congregations to provide hot meals to those who might otherwise go without.

BIBLE CORRESPONDENCE COURSES. LHM–Ghana offers Bible Correspondence Courses (BCCs) to introduce the Gospel to people who don't know Jesus and reinforce a biblical understanding for people who do. When someone responds to an LHM outreach activity, LHM–Ghana will typically invite the respondent to begin a BCC as the next step of his or her spiritual journey. BCCs are geared toward young students, young adults, and young married couples.

EQUIPPING THE SAINTS. LHM–Ghana recruits volunteers and provides Equipping the Saints (ETS) workshops that train volunteers to reach out to people with the Word of God in effective ways. We partner with local congregations to offer sessions on evangelism and stewardship. After attending the sessions, believers feel more confident sharing the Gospel with their neighbors and inviting them to local congregations.

RALLIES. Our “Rallies for Christ” have one goal: to share God’s message of salvation through Jesus Christ in urban and rural areas. An amplified need for these events exists in rural areas, where agriculture work absorbs the people's time and takes them away from time in the Word. We speak with individuals who attend the rallies, provide opportunities to sign up for our Bible Correspondence Courses, and connect them with a local congregation for further counseling and nurture.

YOUTH MINISTRY. We visit local schools to offer the BCCs in special after-school classes. Film showings and concerts also provide a unique way to proclaim the Gospel to youth in a casual, nonthreatening environment.

Impact

“SOMEONE TELL ME ABOUT JESUS ...”: How God Used a Lutheran Hour Ministries Film Showing to Bring a Young Man to Faith

Addae is 19 years old. He lives in Bumbana, a small community in Ghana. He wanted to learn about Jesus, but he didn't have anyone in his life to tell him about Christ or encourage him in his journey. He craved answers for the issues he faced but didn’t know where to find them.

Because many Ghanaian villages do not have electricity, Lutheran Hour Ministries’ film showings are a luxury there and attract large audiences. It certainly attracted Addae! When he heard about the upcoming event, he thought, maybe he could find the answers he needed.

Addae couldn't hide his joy as he watched a visual depiction of the Good News. When the film ended, ministry staff met with individuals who wanted to talk or needed prayer. As Addae met with one of them, he admitted his lifestyle seemed the opposite of what he saw in Jesus ... but he wanted the Lord to change him. “I am willing to join a church so that I will know Christ more,” Addae said.

Addae stayed in touch with ministry staff. The Holy Spirit brought Addae to faith in Christ. Today, he continues to read the Bible and mature in his brand-new faith.

“I am really happy about what I saw in the movie, and that has changed my life,” Addae says.

LHM.ORG/GLOBAL