



LUTHERAN HOUR MINISTRIES

JAMAICA

Christopher Columbus discovered Jamaica, a small Caribbean island in the West Indies, in 1494. After a dark period tied to slavery, 1834 was a year of abolition, and many former slaves became farmers. Columbus once called the island, “the fairest isle that eyes have ere beheld.” And countless travelers agree! Today, Jamaica is a popular tourist destination known for its beautiful beaches and abundant sunshine.

Industry and service sectors, including tourism, account for 83 percent of the country’s jobs. The country also exports sugar, rum, and other products. It is also known for its Blue Mountain coffee, some of the rarest, yet most sought after, coffees in the world.

Nearly 3 million people live on the island. However, for many local inhabitants, the picture isn’t always as bright. The last 40 years have brought an increase in drug trafficking, poverty, and violent crime, due in part to high unemployment. While 67 percent of Jamaicans are Christian, another 21 percent of the population professes no religious affiliation at all. And as for Jamaica’s renowned reggae music? Although countless lyrics express Rastafarian religious ideas, a scant 1 percent of Jamaicans claim Rastafarianism as their religion!

Lutheran Hour Ministries conducts outreach in Jamaica 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 Jamaica. Lutheran Hour Ministries (**LHM–Jamaica**) responds to the spiritual hunger across this Caribbean island through a variety of strategies:

RADIO. LHM–Jamaica airs a weekly program nationally on the country’s Nationwide News Network, as well as on Kingston Christian Radio. The ministry is also developing stories in the Jamaican Patois language to feature in future radio broadcasts.

TELEVISION. Christmas and Easter bring ideal opportunities to televise our animated specials for children and families. During the broadcasts, LHM–Jamaica invites viewers to contact our ministry center, where the staff stands ready to explain the Christian faith and guide them to a local congregation.



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HOLISTIC NEEDS. Jamaica is known for its beauty. However, the reality is that many individuals are in physical need. Through agricultural supplies received from the U.S., the ministry center distributes food and care packages to the hungry and needy in Jamaica.

EQUIPPING THE SAINTS. LHM–Jamaica conducts **Equipping the Saints (ETS)** workshops to provide Christians with ways to carry the Gospel into their communities. After attending these sessions, believers feel more confident sharing the Good News with their neighbors and inviting them to local congregations.

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

AUTOMATED MESSAGING. Cell phones are widespread in Jamaica, though most are not smartphones. This makes text messaging ideal for communication. LHM–Jamaica sends text messages to encourage recipients and speak to the situations they face in life.

YOUTH PROGRAMS. As adolescents struggle with conflicting moral and social choices, we respond with **Project JOEL**. This program provides biblical perspective on the dangers of negative lifestyles and the importance of strong values. LHM–Jamaica seeks relationships with schools and communities to incorporate Project JOEL into their program plans.

Impact

FROM A GRATEFUL HEART: How God Used Lutheran Hour Ministries to Help Ann Through a Difficult Season

Ann is a schoolteacher and mother of three. During a difficult season, she craved comfort. She contacted LHM–Jamaica, where our staff responded with the love of Jesus. We also guided her to a local congregation. Ann tells us the experience marked a new beginning for her:

I came to the church at a time when my life seems out of control, and I was helpless to what was happening to me. My life is not without its challenges, but the difference now is I have a family, a church family that cares about me and my kids.

I travel over 20 miles to come to church, and I count it a joy to do so, even though people may criticize me. It is not mere chance that I am here. I believe with all my heart that God has answered my prayer when I asked Him for a church family. I know that it is God's will, and I am here for a purpose, but most important of all is that I have come to a fuller understanding of the Word of God and who God is.

I don't have to look poor for God to accept me, because He already did because of what Christ did on the cross. I have grown in patience, humility, obedience, and service to others, but most of all, love.

We thank God for the privilege of sharing His mercy and love with individuals like Ann every day.

