



Christian Outreach Department

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Aim of the Department

The purpose of the Christian Outreach Department is to encourage the Christian walk of the members, emphasizing “Ye are the salt of the earth... Ye are the light of the world” (Matthew 5:13a, 14a) and to reach out to the faith community with the WCTU total abstinence message.

Dear all, let us start with a word of prayer, *Dear God, Help us to grow everyday in the knowledge of our Lord Jesus Christ. Amen*

I enjoy watching relay races. The physical strength, speed, skill and endurance required of the athletes amaze me. But one crucial point of the race always gets my special attention and makes me anxious. It is the moment the baton is passed to the next athlete. One moment of delay, one skip, and the race could be lost.

In a sense, Christians are in a relay race, carrying the baton of faith and the knowledge of the Lord and of His Word. And the Bible tells us about our need to pass this baton from one generation to another. In Psalm 78, Asaph declares: “I will utter..... things from of old-things we have heard and known, things our ancestors have told us..... We will tell the next generation the praiseworthy deeds of the Lord, His power, and the wonders He has done” (vv.2-4)

Moses said something similar to the Israelites: “Do not forget the things your eyes have seen or let them fade from your heart as long as you live. Teach them to your children and to their children after them”(DEUT.4-9)

For generations to come we are called to lovingly and courageously do whatever we can to pass along “the praises of Him who called (us) out of darkness into his wonderful light” (1 PETER 2-9)

And this is what CHRISTIAN OUTREACH DEPARTMENT do.....

***WE INFLUENCE FUTURE GENERATIONS BY LIVING FOR CHRIST TODAY.
THE WHITE RIBBION SISTERS ARE WOMEN OF INFLUENCE***

I thank God for our dear World President Margaret Ostenstad, for her being the source of encouragement “So encourage each other and give each other strength, just as you are doing now” (1 THESSALONIANS 5:11). She is a powerful force of encouragement.....and a worthy servant of God.

I thank God for my mentor for her guidance and support and to all who have influence in my life, as I am ready to pass the baton.....

Through Christian Outreach for the year 2023 WWCTU, the department focuses on total abstinence message in accordance with the Sustainable Goals.

KEY VERSE : *As each one has received a special gift, employ it in serving one another as good stewards of the manifold grace of God (1 PETER 4:10)*

D.L.Moody, the famed evangelist from Chicago said, “Remember a small light will do a great deal when it is in a very dark place. Put one little tallow candle in the middle of a large hall, and it will give a great deal of light.” make certain that your candle is always lit. Give your testimony, and trust God to do the rest.

“The earth is the Lord’s and all that is in it, the world, and those who live in it; for he has founded it on the seas and established it on the rivers:(Psalms 24:1-2). The notion of God as creator is rooted in their experiences and wondering in daily life and it links to the expectation of God’s gracious intervention with its promise of a future with hope. (Jeremiah 29:11). According to this faith, all creation and every being possess an inherent value; the gifts of creation cannot be reduced to tools for humans and their desire to conquer and consume. Admittedly, humankind is according to the narrative of creation, unique within creation, only men and women are created in the image of God (Gen 1:27). This implies however, a unique vocation to be God’s co-worker in promoting what is right, good and true. It is a vocation that includes all human beings, not only Christians. And it refers to ordinary people, in their daily lives. Clearly, this perspective adds important insight to our reflection on the SDGs and the work to implement them.

The SDGs express a global ambition of making a better place for everyone.

Christian outreach department will use the method “see- judge-act” to analyse the SDGs and find the OBSTACLE

[1] **The first step is to see** : To see is therefore about obtaining the relevant facts and clarifying the ethical dimension this issue presents , asking : Why is this a challenge that concerns us ?

[2] **The second step is to judge** : The perspective of faith is brought in asking how what is “seen” should be judged in the light of God’s Word and our faith in God as creator, redeemer and giver of life.

[3] **The third step is to act** : After having seen what challenges us and reflected critically on it from the perspective of faith and services, the question arises; What to do?

During analyses one may come across many obstacles.....major known obstacle is

ALCOHOL.....THE MAJOR OBSTACLE TO DEVELOPMENT



The 2030 Agenda contains 17 Sustainable Development Goals with 169 targets. The 17 SDGs cover all three aspects of sustainable human development: the social, environmental and economic dimension.

Alcohol is a major obstacle to sustainable human development, adversely affecting all three dimensions of sustainable development. Alcohol kills 3.3 million people worldwide ever year. It means: every ten seconds a human being dies because of alcohol. This represents 5.9 % of all deaths. Globally alcohol is the 5th leading risk factor for premature death and disability: among people between the ages of 15 and 49, it is the number one risk factor. Through its multiple public health, social and economic impacts, alcohol is a massive obstacle to achievement 13 out of 17 SDGs and a total of 52 targets.






Alcohol is an obstacle to development by jeopardizing human capital and hindering sustainable human development. Evidence show that alcohol is a cross cutting, harmful factor in many areas of the 2030 agenda such as:

-  No poverty
-  Zero Hunger
-  Good health and well-being
-  Quality education
-  Gender equality
-  Clean water and water security
-  Decent work and economic productivity
-  Reduced inequalities
-  Sustainable cities and communities
-  Responsible consumption and production
-  Climate action
-  Peace and justice
-  Partnerships free from conflicts of interest

International Agency for Research on Cancer

World Health Organization

Alcohol adversely affects 13 of the 17 SDGs, including health-related targets such as:

-  Maternal and child health
-  Infectious diseases
-  Non-communicable diseases
-  Mental health
-  Road injuries

World Health Organization
REGIONAL OFFICE FOR Europe

Alcohol is specifically mentioned in SDG 3 on health and well being.

Target 3.5 reads: “strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol”.

1 NO POVERTY



END POVERTY IN ALL ITS FORMS EVERYWHERE

VICIOUS CYCLE OF ALCOHOL AND POVERTY .

2 NO HUNGER



END HUNGER, ACHIEVE FOOD SECURITY

VICIOUS CYCLE OF DEPRIVATION, ALCOHOL, HUNGER .

3 GOOD HEALTH



ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

ALCOHOL USED DURING PREGNANCY RISKS MOTHER'S AND NEW BORN'S, SURVIVAL, HEALTH.
ALCOHOL MAJOR RISK FACTOR FOR T.B.,HIV/AIDS. ALCOHOL MAJOR RISK FACTOR NCDs.
ALCOHOL AND GLOBAL DEATH , DISABILITY. ALCOHOL AND ROAD TRAFFIC INJURIES, FATALITIES

4 QUALITY EDUCATION



ENSURE INCLUSIVE AND EQUITABLE QUALITY

BOTTLES OVER BOOKS: ALCOHOL AND CHILDREN'S PRIMARY EDUCATION.

5 GENDER EQUALITY



ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

ALCOHOL MARKETING PERPETUATES HARMFUL NORMS .
ALCOHOL FUELS AN EPIDEMIC OF VIOLENCE AGAINST WOMEN.

6 CLEAN WATER AND SANITATION



ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

DRINKING WATER OR PRODUCING ALCOHOL ?

8 GOOD JOBS AND ECONOMIC GROWTH



PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

MASSIVE ECONOMIC COSTS DUE TO ALCOHOL. ALCOHOL WORK PLACE HARM AND LOST PRODUCTIVITY. LEAVING NO YOUTH IN “*NEET” BEHIND.
(*Not in Employment, Education or Training)

10 REDUCED INEQUALITIES



REDUCE INEQUALITIES IN AND AMONG COUNTRIES

ALCOHOL AND HEALTH, SOCIAL INEQUALITIES. ALCOHOL HARM TO OTHERS

11 SUSTAINABLE CITIES AND COMMUNITIES



MAKE CITIES AND HUMAN SETTLEMENT INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE.

ALCOHOL OUTLET DENSITY: UNSAFE PUBLIC SPACE, NEIGHBORHOOD VIOLENCE. ALCOHOL-BARRIER TO INCLUSIVE ENABLING PUBLIC SPACE FOR CHILDREN, ADOLESCENTS, YOUTH.

12 RESPONSIBLE CONSUMPTION



ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION

ALCOHOL PRODUCTION THREATENS SUSTAINABLE USE OF NATURAL RESOURCES. WHAT COULD FOOD BECOMES TOXIC, ADDICTIVE, CARCINOGENIC SUBSTANCE.

13 CLIMATE ACTION



TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE.

NO GREEN AFTER ALL : ALCOHOL FUELS GREENHOUSE GAS EMISSIONS, GLOBAL WARMING

16 PEACE AND JUSTICE



PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE

PERVASIVE ALCOHOL VIOLENCE. YOUTH : SUFFERING FROM VIOLENCE



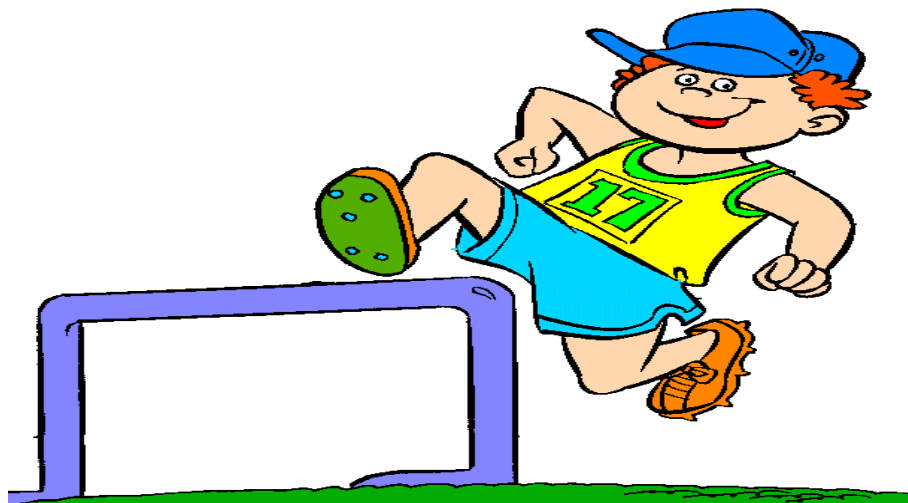
ALCOHOL TAXATION : WIN- WIN MAJOR FOR FINANCIAL DEVELOPMENT.
BIG ALCOHOL: NO PARTNER FOR SUSTAINABLE DEVELOPMENT.
BIG ALCOHOL AND SDGs : CONFLICT OF INTEREST.

Effects of Alcohol



ACTIVITIES:-

- ❖ **ACTIVITY -1** Poster making and Slogan writing – on saying “NO TO ALCOHOL”.
- ❖ **ACTIVITY -2** Write the name of the obstacles which stops you coming close to God. And pray to God to help you overcome these obstacles.



❖ **ACTIVITY -3 Obstacles removed.**

Always trust in the Lord. This activity will show how God keeps us from the grasp of the devil in miraculous ways.

Topics: miracles, protection, trust, worry.

Materials: ¼ teaspoon salt, pinch of pepper, small cup saucer, plastic spoon.

What you will do: You will pour a small amount of salt 1/4 teaspoon salt, representing God's people into the middle of the saucer. Then you will drop a very small amount of pepper over the mound of salt. The pepper represents the devils many tricks and lies that he uses to deceive God's people. Next you will rub a plastic spoon vigorously over a piece of clothing to create static electricity. Then, you will wave the spoon around the mound, and the pepper will attach itself to the spoon, thus being removed from God's people.

What you will say: Today I will show you how we can always trust in the Lord to protect us even, when circumstances seem hopeless. This saucer represents the world, in which we all live. I am going to take some salt and place it on the world. This salt represents God's people. Now as we know, the world is full of evils. The devil is always trying to deceive God's people. Let me take some of this pepper and put it on the top of the salt. This pepper represents the tricks and lies used by the devil, and they are right on the top of the God's people. How can we avoid these tricks and lies and remove them from God's people? (Allow for responses and explain how most suggestions would be hopeless or take forever). It is impossible for us, but God can do miraculous things. Let me show you. This spoon represents our loving God. (Take the spoon and rub it to create static electricity and then lift off the pepper) You see, sometimes we may have no clue of how to scope the grasp of the devil but God is always there for us. He will keep us safe in his arms no matter what the devil tries to do.

Song: God is so good.

God is so good. God is so good.

God is so good. God is so good.

He's so good to me. He saved my soul.

He saved my soul. He saved my soul.

He's so good to me I love him so. I love him so. I love him so.

He's so good to me.

➤ ***Closing Prayer***

Dear God, we thank you for loving each one of us. Help us to lean not on our own understanding but to trust you with all our heart. We know you are holy, strong and mighty and that you are always with us. Lord help us to do what you want us to do in order to find our true purpose in life and not to run away and doubt but to have faith. Amen.

God bless us all