

“THE PARIS OF AFRICA”

WHEN THE TRANSLATION WAS READY—THE LEADERS CAME



“We trust the Lord fully for the harvest, knowing that every life that may be touched by the No Apologies® message will be a testimony to God’s grace.” -Sami Yacoub

In such bustling cities, clarity matters. Across Abidjan, “the Paris of Africa”, and the world, young people are growing up amid a narrative that promises “safe” sex without lasting consequence, yet the reality tells a different story. Lives are cut off before they ever begin—simultaneously many nations raise red flags as they face falling birth and replacement rates that threaten their future. STI’s, teenage pregnancies, and single parenthood continue to rise. Church leaders see it in the faces of the teens sitting in their pews—young people navigating adult decisions without the support, protection, or loving vision needed to choose well. This is where Focus on the Family steps in.

hundreds of thousands of teens who need intentional support. Making up 21.5% of Africa’s population, it’s no wonder a modest invitation from the team in Cairo, Egypt quickly expanded through word of mouth across the city.

Equipped with a program that directly addresses the issues of sexuality, identity, purpose, Sami Yacoub, Regional Director of Focus on the Family Middle East, and Remon Shohdy, Office Director, extended a small number of strategic invitations to a No Apologies® training. Rapidly, word spread. By the time the training began,



From left to right: Sami Yacoub (Focus on the Family Regional Director, Middle East) Abidjan church leader attendee, Remon Shohdy (Focus on the Family Middle East Office Director).

NEARLY THREE TIMES THE NUMBER OF PASTORS AND CHURCH LEADERS ARRIVED THAN ORIGINALLY PLANNED.

This was not because of marketing and event promotion, but the faithfulness of the Holy Spirit to ensure leaders who needed to bring this material to their students were in the room.

This is one example of a broader effort to exponentially multiply the global reach of Focus on the Family resources.



The Focus on the Family Middle East team traveled from Egypt’s capital along the Nile river, to Abidjan, Côte d’Ivoire (Ivory Coast) to host a No Apologies® training.

Thousands of miles northeast, the Lord placed a calling on the hearts of Focus on the Family Middle East leadership. West Africa’s growing skyline of French-speaking Abidjan is the largest and most modern city in Côte d’Ivoire (Ivory Coast), home to

The ministry is leveraging technology to translate trusted resources like No Apologies® faster than ever—while maintaining rigorous human quality control. The program has already empowered over 5 million teens globally in 34 languages with the truth about life, love, and sex, helping them avoid high-risk behaviors by focusing on their dreams and flourish into an adulthood with no regrets.

Leaders who attended this training were so encouraged about how No Apologies® will strengthen character and develop healthy teens in Abidjan, they didn’t leave until they made a collective goal to reach 3 million young people in the region.

