The overall goal for **Purity Pursuit** I believe is this:

For a generation of young people to discover the beauty of their sexuality, without compromising its purpose; to move from embarrassment over the call to purity to the boldness and courage it takes to stand in the face of cultural opposition; creating an open, healthy dialogue between parents and their children over the topic of sexual intimacy; and equipping them to make big decisions way in advance about not engaging in any sexual behavior until marriage. (Most pivotal choices are made during the ages of 11-15.)

I am often asked from mothers if their daughters are too young to go through Purity Pursuit. Unfortunately, because we live in a sexually charged culture, everywhere we turn, there are messages being sent that sell sex to us and our children. It has so permeated our culture that we don’t even understand the number of messages we receive daily.

A stark reality is this statistic: for every 100 hours of viewing sex from the world's viewpoint (in all forms of media), there is 1 second of the beauty/truth about sex.

I was sharing with the teens that I minister to, about two commercials that I have recently seen on television. Maybe you have seen one or both:

1. Commercial for Skittles ~ A few girls (middle-schoolers) are chatting and ask ,"Why doesn't so & so smile" (the camera flashes to a middle school boy), then he smiles and his teeth are skittles.....one of the girls walks over to him and kisses him. When she walks away, she has skittles in her mouth.  And he smiles.
2. Commercial for Taco Bell ~ A middle-school boy (maybe a 9th grader) is running down the street with a big taco in his hand (eating while he is running) and in the background, there is a grown man running after the boy. The narrator comes on and says something about why you need to run & eat a taco….and the narrator continues…. “When her parents come home early”.

There are many other commercials that scream loudly by selling with sex.  The culture is not ashamed of their viewpoint of sex/promiscuity, blatantly trying to awaken love in our kids.

The last point I want to make briefly about the sexually charged culture that surrounds us is this: Pornography is the most prominent form of sexual education. Porn has a strategic position in our world. Most men have not chosen porn…..it chose them. The average age that a boy first encounters porn is age 11. At that point, porn robs children of their innocence and the images of porn disassociate sex from any relationship. The enemy is using pornography to harvest a generation for his purposes.

Our culture is robbing too many Christian parents of their standards, convictions and courage. We must set our sights high and challenge our kids to the highest standard.

I want to join the revolution of speaking about the truth of sex and challenging the culture's view, so that youth are empowered to walk in truth ~ to be consecrated to the Lord and follow His ways in love, passion, and the expression of sexual intimacy without shame. I have such a high value of speaking about sex so that the youth in our church & culture hear the TRUTH as much (not sure if that's possible) as seeing it from the world's viewpoint.

God is very passionate about this issue of sexual intimacy and I believe that He is sounding an alarm. The church has been silent about this issue and it is time for the church to be a voice of truth on the matter of sex, and it is much more than just “waiting until marriage to have sex”.

Imagine if the church lived the command from Paul in the following verses. We would affect the culture. I Thessalonians 4:3-7 says this, “*It is God’s will that you should be sanctified; that you should avoid sexual immorality; that each of you should learn to control your own body in a way that is honorable, not in passionate lust like the pagans, who do not know God; and in this matter no one should wrong or take advantage of a brother or sister. The Lord will punish all those who commit such sins, as we told you and warned you before. For God did not call us to an impure, but to live a holy life.”*

I am contending for a generation prepared to walk in righteousness with the opposite sex, raising a standard of purity among their generation, calling one another higher.

I am believing the Lord to give me a generation of purity who has:

1) a healthy sexuality,

2) media literacy and

3) freedom to live undefiled in this culture.