# Advocating for the Profession: The Case of Healthcare Chaplaincy

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<table>
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<th>Years</th>
<th>Strategies to Articulate Mandate</th>
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| Before 1960| • Public statements  
             • Educational campaigns                                                                 | • Protestant hospital executives  
                                                                                  • Colleagues in healthcare                                                 |
| 1960s and 1970s | • Public statements  
             • Educational campaigns  
             • Collaborations with secular healthcare organizations  
             • Lobbying  
             • Mirroring the language of healthcare (i.e. allied health, research)  
             • More collaboration with other chaplaincy groups | • A broader range of hospital executives  
                                                                                  • Colleagues in healthcare  
                                                                                  • State and federal legislators                                                 |
| 1980s | • Public statements  
             • Limited collaboration with secular healthcare organizations  
             • Lobbying  
             • Mirroring the language of healthcare (i.e. accreditation, charting, research)  
             • More collaboration with other chaplaincy groups | • A broader range of hospital executives  
                                                                                  • Colleagues in healthcare  
                                                                                  • State and federal legislators  
                                                                                  • Patients and families  
                                                                                  • Members of other professional chaplaincy organizations  
                                                                                  • Accrediting bodies                                                           |
| 1990s | • Limited collaboration with secular healthcare organizations  
             • Limited lobbying  
             • Mirroring the language of healthcare (i.e. accreditation, research)  
             • Continued collaboration with other chaplaincy groups | • Colleagues in healthcare  
                                                                                  • State and federal legislators  
                                                                                  • Members of other professional chaplaincy organizations  
                                                                                  • Accrediting bodies                                                           |
| 2000s | • Public statements  
             • Mirroring the language of healthcare (i.e. accreditation, research)  
             • Collaboration with other chaplaincy groups | • A broader range of hospital executives  
                                                                                  • Colleagues in healthcare  
                                                                                  • Members of other professional chaplaincy organizations  
                                                                                  • Accrediting bodies                                                           |
| 2010s | • Limited collaboration with secular healthcare organizations  
             • Mirroring the language of healthcare (i.e. accreditation, research)  
             • Limited collaboration with other chaplaincy groups | • Colleagues in healthcare  
                                                                                  • Members of other professional chaplaincy organizations  
                                                                                  • Accrediting bodies                                                           |