

Advocating for the Profession: The Case of Healthcare Chaplaincy

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Years	Strategies to Articulate Mandate	Primary Audiences
Before 1960	<ul style="list-style-type: none"> • Public statements • Educational campaigns 	<ul style="list-style-type: none"> • Protestant hospital executives • Colleagues in healthcare
1960s and 1970s	<ul style="list-style-type: none"> • Public statements • Educational campaigns • Collaborations with secular healthcare organizations • Lobbying • Mirroring the language of healthcare (i.e. allied health, research) 	<ul style="list-style-type: none"> • A broader range of hospital executives • Colleagues in healthcare • State and federal legislators
1980s	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Limited collaboration with secular healthcare organizations • Limited lobbying • Mirroring the language of healthcare (i.e. accreditation, research) • Continued collaboration with other chaplaincy groups 	<ul style="list-style-type: none"> • Colleagues in healthcare • State and federal legislators • Members of other professional chaplaincy organizations • Accrediting bodies
2000s	<ul style="list-style-type: none"> • Public statements • Mirroring the language of healthcare (i.e. accreditation, research) • Collaboration with other chaplaincy groups 	<ul style="list-style-type: none"> • A broader range of hospital executives • Colleagues in healthcare • Members of other professional chaplaincy organizations • Accrediting bodies
2010s	<ul style="list-style-type: none"> • Limited collaboration with secular healthcare organizations • Mirroring the language of healthcare (i.e. accreditation, research) • Limited collaboration with other chaplaincy groups 	<ul style="list-style-type: none"> • Colleagues in healthcare • Members of other professional chaplaincy organizations • Accrediting bodies