



RACHEL WATKINS-PETERSEN

PROJECT MANAGER



RCAW

Respite Care Association
of Wisconsin

Rachel's role with RCAW focuses on marketing and outreach, statewide presentations, collaborating with existing coalitions, education, and administering RCAW's grant programs.

ACHIEVEMENTS & INTERESTS

- Best Practice Webinar Series - Wisconsin Dementia Resources Network
- Northwoods Technical College - Gerontology Advisory Committee
- WFACSA Steering Committee
- WFACSA Underserved Populations Committee Chair
- Wisconsin HOSA Partnership Council
- Dane County Caregiver Advisory Board
- Co-Director of Memory Camp at Moon Beach

PROFESSIONAL EXPERIENCE

Rachel is a servant leader with 20 years of experience serving those across the lifespan. In 2004, after earning her bachelor's degree in Early Childhood Education, she began her career working with children with varying abilities in many settings. In 2011, Rachel started to change gears from working with children to serving older adults.

She has held various director roles in RCACs, CBRFs, and SNFs, overseeing operations, HR, dietary, nursing, marketing, and life enrichment. In 2017, she completed the Nursing Home Administrator course through UW-Madison. While serving older adults, she has led various support groups and assisted in respite care placement. Rachel has seen firsthand how caregiving can take a mental, physical, and emotional toll on individuals.

Rachel began with RCAW in 2019 and has spearheaded many projects to raise awareness, provide resources, and advocate for policy changes to better support family caregivers. She remains steadfast in her mission to advocate for the needs of family caregivers, elevate their voices, and ensure they receive the support and recognition they deserve.

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