

Ask Questions & Seek Answers

**SHADI IRELAND
FOUNDATION**

Helping patients to pursue their own finish line.

Overview

- Introduction- Ask Questions and Seek Answers
- Who is Shad Ireland
- What is an Ironman
- Shad's story
- Making a difference
- The Shad Ireland Foundation
- 2005 Race Season
- Team Ireland 2006
- Opportunity & Personal Responsibility
- The answer to the question
- Questions, Comments, and Feedback

Introduction

- Ask Questions & Seek Answers
- "Realize that you are more than your diagnosis and your perception will begin to change. Realize your goals and dreams, ask questions, seek answers, and strive to achieve; your world will transform right before your eyes." Shad Ireland 8/04

Shad Ireland

- MPGN type 1 kidney disease diagnosed at age 10.
- On kidney dialysis for over 24 years.
- 2 failed kidney transplants.
- Went from non-compliant patient to an Ironman triathlete.
- 5'6 142 lbs. with 6% body fat.
- First dialysis patient to ever compete in and complete an Ironman triathlon.



What is an Ironman Triathlon

- The Ironman triathlon consists of 3 events which need to be completed consecutively within a 17 hour window.
- Swim 3.86 km 2.4 miles
- Bike 180.2 km 112 miles
- Run 42.2 km 26.2 miles
- Total 226.3 km 140.6 miles

Triathlon Training

- Triathlon training is broken down through out the year into 16 week training cycles
- Each cycle is race specific with the main focus consisting of nutrition and combined sport improvement.



No limitations, only inspiration.

The Results

- Exercise combined with proper nutrition can counter act the effects of dialysis
- Exercise needs to be included into every patients dialysis prescription!

The Formula

- Shad eats up to 5000 calories a day
- Shad trains 3-4 hours a day six days a week
- The key is:
 - Nutrition
 - Training

The Dialysis Formula

- Medications
 - Just a few
- Home Dialysis
 - K Machine with 200NR
 - Every other day
 - 4 ½ to 5 hours of dialysis
 - Fistula (23 years and still going strong)
 - 600 blood flow

Shad's Story

- Diagnosed at 10 years old
- At age 16 Shad was told he was not expected not to live past the age of 25.
- Transplanted March 12th 1990.
- Lost transplant March 1993.
- A promise made.
- 25th birthday.
- College.
- 2nd Transplant 2000
- Wanting more out of life. Goals and dreams
- Perkins
- Training for an Ironman

Making History at Ironman Lake Placid July 25th, 2004



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FINISHER CERTIFICATE

SHAD IRELAND

Time: 16:25:10

Place: 1841 Cat/Pl: 317/M30-34

Swim: 1:20:12 Bike: 8:13:48 Run: 6:35:44

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Making a Difference

- Thousands of emails from patients and doctors around the world.
- The answer found me:
 - **INDIVIDUAL INSPIRATION**
- “If I can reach out and inspire one person than my achievements as an athlete will mean more than the realization of a personal dream, it will mean that I have made a difference” Shad Ireland 07/04

Reflection, Realization, and Perception

- Why non-compliance (**Reflection**)
 - Initial diagnosis = Emotions (Anger, Fear, Loss of Self Control)
 - Disease becomes all encompassing
 - Dialysis deteriorates the body and the mind
 - physical and emotional symptoms
 - Diet and fluid are what patients can control (non-compliance)

Fitness can counteract the physical and emotional effects of dialysis (**Realization**)

- Seamless transition from **Realization** to **Perception**
 - Improvement in Quality of Life is achieved!

The Shad Ireland Foundation

Helping patients to pursue their own finish line

www.shadirelandfoundation.org

www.shadirelandfoundation.ca

- Officially Established 12/04
- 501c3 non-profit org
- Deal, Accept, Live
- The Peg Smythe Fitness Grant Program
 - 97% success rate
 - Over 92 grants awarded in 19 states
 - 3 grants awarded in Canada
- The Shad Ireland Educational Grant Program
 - \$10,000 to attend college
 - Program is currently pending

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DEAL. ACCEPT. LIVE

- **DEAL. ACCEPT. LIVE** can be defined as a personal life strategy which creates functional living out of the progression of any chronic illness.
- **A Solution Focused Program**
- **Ask Questions and Seek Answers**
 - Tools
 - Planning
 - Defining a success strategy
 - Initial implementation
 - Analysis
 - Progression (Am I moving forward?)
 - Constant state of movement
 - **Progression=Success=Living**

DEAL. ACCEPT. LIVE

- Where did this idea come from?
 - **Reflection-** *In order to know where we want to go we have to know where we are, and where we have been.*
 - **Realization & Perception-** Realize that you are more than your diagnosis and your perception will begin to change. Realize your goals and dreams, ask questions, seek answers, and strive to achieve; your world will transform right before your eyes.

DEAL. ACCEPT. LIVE

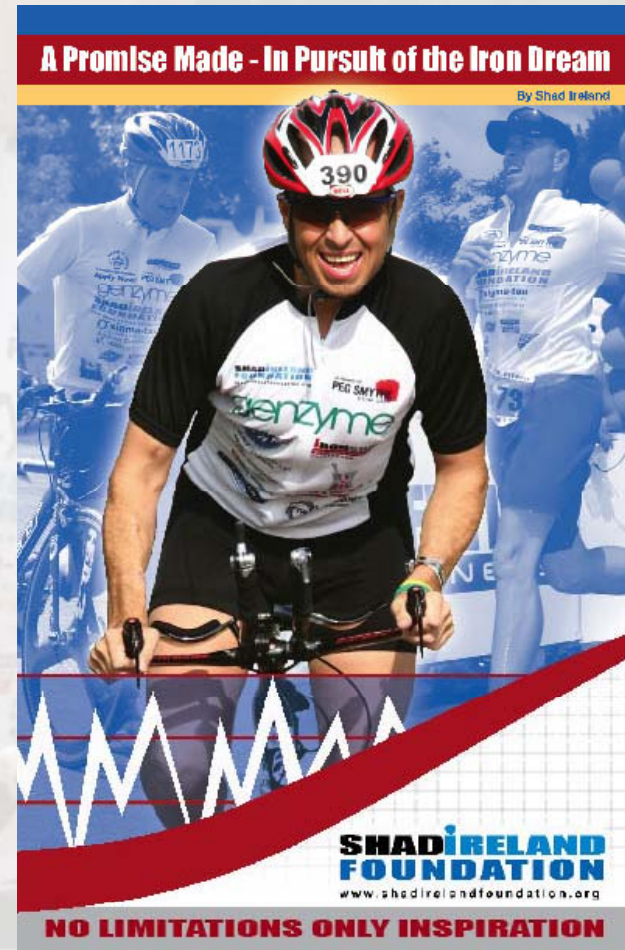
- **The Renal Continuum**
 - CKD Stage 2-3-4
 - Dialysis Stage 5
 - Transplantation
- **Personal Responsibility**
 - It begins with you!
 - You have to want to improve your situation
 - You have to **BELIEVE** that you can improve your situation
 - **Lack of Self Control**
 - Emotions- Anger- Fear- Depression- Loss of identity- Dependence on others.
- **Hope-** As patients we need to reconnect with it. Having hope means that we have the ability to perceive our situation improving, and this reconnection allows us to begin to take back the control in our lives.
- **Acceptance-** Hope took my hand and lead me to acceptance, and acceptance gave me the ability to dream again. I began remembering

DEAL. ACCEPT. LIVE

- **CORE BELIEFS**
- **DEAL-** We are the sum total of our emotions and experiences, and it is those things that define us not control us.
- **ACCEPT-** Individual inspiration leads to physical action and it is this implementation of this action which allows us to gain acceptance.
- **LIVE-** This can be defined as the pursuit and achievement of our own personal goals and dreams. It is within this pursuit and achievement that we find substance, meaning, fulfillment, and overall happiness.

A Promise Made- In Pursuit of the Iron Dream

- Available now on shad's websites
- www.ironshad.com
- www.shadirelandfoundation.org
- www.shadirelandfoundation.ca
- \$25.00
- **25% of the proceeds from the sale of each book will go directly to the Shad Ireland Foundation's two grant programs.**



2005 Race Season



- From May to August I raced every 3 weeks overcoming extreme heat, dehydration, and pneumonia.
- Three ½ Ironman triathlons completed
- 1 Olympic distance triathlon completed
- Featured on ESPN'S Morning Show Cold Pizza, NBC SPORTS, AND TRIATHLETE MAGAZINE August issue.



Team Ireland

- Each person racing with purpose, surpassing any physical limitations, inspiring everyone they know, and making a difference in the lives of others; This is the essence of a triathlete, This is what Team Ireland represents...
- **NO LIMITATIONS ONLY INSPIRATION**



TEAM IRELAND
SHAD IRELAND FOUNDATION
www.shadirelandfoundation.org

Each person racing with purpose, surpassing any physical limitations, inspiring everyone they know, and making a difference in the lives of others. This is the essence of a triathlete.

Now Accepting Applications from healthy and challenged athletes.

Recruiting Age Groupers, Elites and Professionals!

NO LIMITATIONS ONLY INSPIRATION



"Shad's story and dedication has inspired me to race for a team wanting to make a difference in people's lives. His No Limitations, Only Inspiration philosophy, and Team Ireland are a testimonial that this sport is for everyone. My only hope is that someday I will get to watch Shad fulfill his dream of racing in Hawaii."

Scott Penticoff

Team Member Benefits:

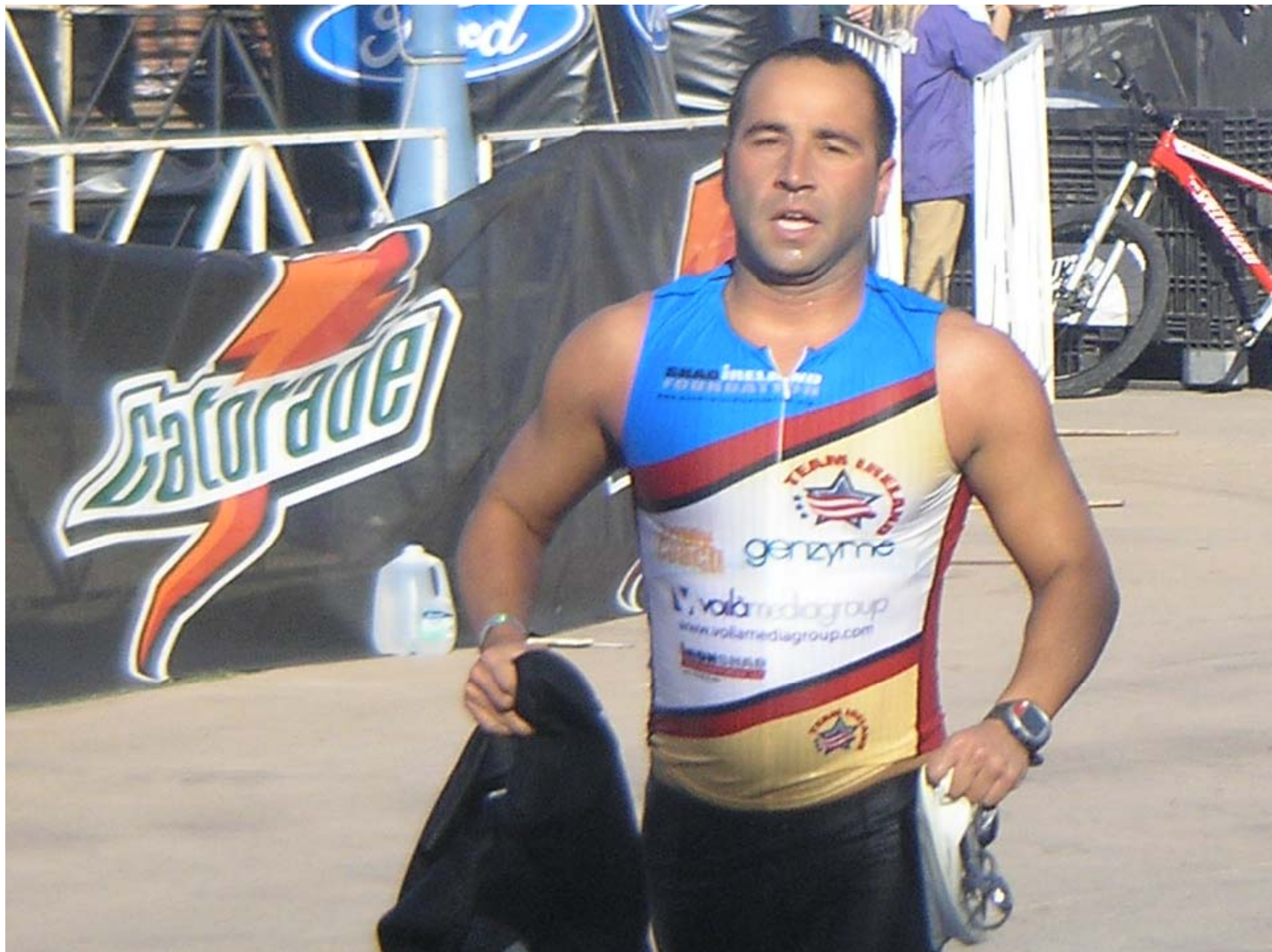
- Customized professional coaching provided by: **TriMyCoach.com**
- Race Uniforms
- Entry Fees
- Travel/Accommodations to Team Ireland Events
- Equipment

Team Member Requirements:

- Each team member will raise funds for the Shad Ireland Foundation to help fund grant programs.

www.ironshad.com
www.shadirelandfoundation.org

Deal. Accept. Live.





Success in 2007

- Shad Ireland Foundation expands into Canada
- Gio Lam becomes the first fitness grant recipient in Canada
- On 3/11/07 Gio Lam completed the UBC Triathlon (short course) and became the first Canadian dialysis patient to complete a triathlon. Gio will also compete at Lifetime for Team Ireland.
- Eric- email- triathlon goals
- Greg (Florida) completes his 3rd sprint distance triathlon
- Brad (PA) Dialysis patient to compete at Lifetime for Team Ireland
- Richard (PA) Double transplant recipient to compete at Lifetime for Team Ireland

Shad's 2007 Race Season

- Ironman Arizona April 15th, 2007
 - www.ironmanlive.com
- Memphis in May 20th, 2007
- Lifetime Fitness Triathlon July 14th, 2007

Opportunity & Personal Responsibility

- I am the last of nine children alive who started dialysis in 1983 at the University of Minnesota. When I started dialysis I was afraid and angry. For a lot of my life I believed that I was given a death sentence, you see there were no role models, no one my doctors could point to and say that everything would be alright. In looking back and reflecting on those years it amazes me to think that I am here today, and in the condition I am in. For this I owe, I owe all of those doctors, nurses, dieticians, and social workers who never gave up on me, I owe because it is the right thing to do.
- I believe in the power of inspiration, I have based everything I do on that belief. It is the foundation upon which my non-profit organization operates and is what all of the programs we offer are fundamentally based on.

Opportunity & Personal Responsibility

- I have been given an opportunity to be the role model I never had as a child and I believe that I have a personal responsibility to give back to my community. In other dialysis patients I see myself, I see how I used to be, I see the pain and the daily struggle and I know that can change.
- In the pain I found redemption. By embracing that which I feared I learned to love again and learned to forgive; I learned to accept, and learned to live.

Ask questions and seek answers

- Reflection, Realization, and Perception were the tools I used to ask the questions and seek the answers; My goals, dreams, and a promise I made to myself inspired me to achieve what many said could not be done; My accomplishments as an athlete offer hope and inspiration to others while the Shad Ireland Foundation provides opportunity to those who are willing to accept the challenge.
- How can we improve **Compliance, Adherence, and Quality of Life**
- The answer is **INDIVIDUAL INSPIRATION**
- **An individual inspired can accomplish anything-**
- **We have the ability to inspire others by doing what inspires us!**
- **“To live with a chronic illness is not a limitation but an invitation to those of us who are willing to accept the challenge”** Shad Ireland 08/04

Questions, Comments, Feedback

- Website information & Email
- shad@ironshad.com
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