

# 2023

# Annual Report

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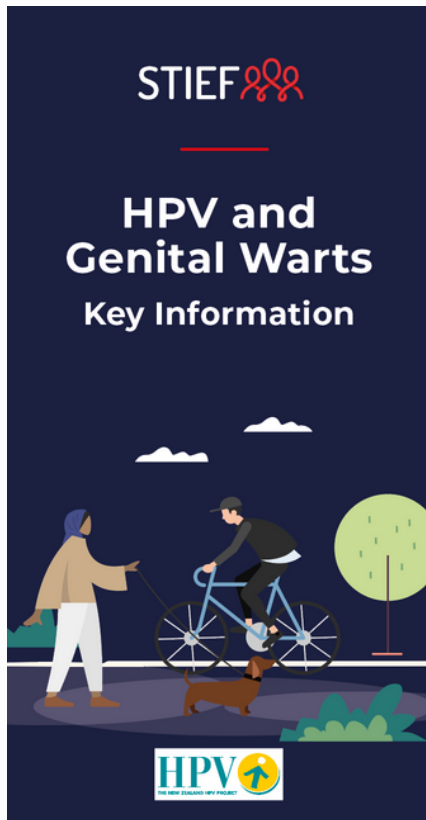
Sexually Transmitted Infections  
Education Foundation (STIEF)

E whakatairanga ana i ngā putanga hauora onioni papai  
mō ngā iwi katoa o Aotearoa.

Promoting optimal sexual health outcomes for all  
peoples in Aotearoa New Zealand.



# Our services / Ā mātou ratonga



Our mission is to promote optimal sexual health outcomes for all peoples in Aotearoa NZ.

We do this through:

- **Evidence-based digital education** - we provide an educational sexual health website for rangatahi ([justthefacts.org.nz](http://justthefacts.org.nz)) & specialist websites on HPV ([hpv.org.nz](http://hpv.org.nz)) and herpes ([herpes.org.nz](http://herpes.org.nz)) in partnership with the New Zealand Herpes Foundation.
- **Sexual health clinic database** - a user-friendly tool to help people find their local clinic.
- **National helplines** for herpes and HPV run by non-judgemental, expert nurse counsellors.
- **Best practice clinical guidelines** for the Management of Genital Herpes and the Management of Genital, Anal and Throat Infection.
- **Campaigning and advocacy** for improved sexual health outcomes for all peoples in Aotearoa, through partnerships with key organisations, individuals and agencies.

*I called with so many questions and they cleared up a lot of misinformation I had learnt through the myths around herpes.*

*It provided me with a totally different and positive outlook on my diagnosis.*

Helpline caller, 2023.

# Why do we exist?

**STIs are common, many are curable, and all are manageable with proper care and treatment.**

Despite this, a stigma still exists around sexual health and STIs. This stigma has detrimental impacts:

- It prevents people from discussing sexual health openly, including with sexual partners;
- It prevents people from seeking help, including accessing STI screening;
- It prevents people from accessing vital education to empower them to take care of their sexual health;
- It causes emotional distress including serious mental health issues, particularly for those with an STI diagnosis;
- Harmful myths and misconceptions persist - because people don't have the facts.

STIEF provides up-to-date information about sexual health and STIs for all peoples. Our approach is non-judgemental, evidence-based and inclusive.

## **STI prevalence: the national picture**

Aotearoa has a high rate of bacterial STIs compared to other countries. In 2009 the national chlamydia rate was 2-4 times the national rate in Australia, the UK and the US.

National data demonstrates persistent health inequities: the latest [ESR surveillance report](#) shows that rates of gonorrhoea, chlamydia and syphilis continue to be higher among Māori and

Pacific peoples than in those of European/other ethnicity. STIEF is a signatory of [The Aotearoa Statement](#) which calls for urgent action to close the gap on STIs and BBVs between indigenous and non-indigenous peoples across Australasian nations.

## **Sexual health services**

Sexual health services, like other healthcare services here and globally, are overstretched. STIEF supports the capacity of Aotearoa's sexual health provision through our digital information, patient brochures and helplines.

*"I was super anxious all day but about half way into my call, the monkey was lifted off my back. Claire was fantastic at easing my mind and delivering her huge knowledge of herpes in an easily digestible way for someone who was highly stressed.*

*I feel like the stigma in my head has been changed and I am no longer afraid of the virus. We need more people like Claire delivering factually correct information widely across Aotearoa!"*

Helpline caller, 2023.

# Our Board / Tō mātou poari

STIEF is governed by a Board of Directors:

**Dr Anne Robertson**, Consultant Sexual Health Physician and Consultant Gynaecologist at MidCentral Health.

**Dr Cathy Stephenson**, Southern Region Clinical Lead of the General Practice Education Programme at the Royal College of General Practitioners.

**Dr Heather Young**, Sexual Health Physician working at the Christchurch Sexual Health Centre and casual Senior Clinical Lecturer for the University of Otago.

**Dr Hayley Denison**, Research Fellow at Massey University's Centre for Public Health Research. Hayley is an epidemiologist who specialises in sexual health research.

**Alaina Luxmoore**, Director of Marketing for a design and technology company.

In November 2023 we were lucky enough to welcome two new Trustees and an Intern Trustee to the STIEF Board.

**Rod Acevedo**, Design Lead at a digital agency, user experience strategist.

**Shuari Naidoo**, Senior Manager at a community organisation, founder of Moraka Menstrual Cups.

**Jamie Martin**, Legal Educator with Community Law, managing the youth and rainbow portfolios.

## Managing our day-to-day work:

- Amelia Jenkinson, Executive Director.
- Olivia Hall, Acting Executive Director (November 2023-April 2024).
- Digital Communications and Social Media Administrators: Emelia Legget and Jackie Hazelhurst.
- Our dedicated team of nurse counsellors: Claire Hurst, Katie McCullough and Eileen Brown.

We are also currently completing our recruitment for a Clinical Lead who will be onboarded in early 2024.

**With thanks to Te Whatu Ora - Health NZ for funding our vital services.**

"Claire was kind and non-judgemental and full of information. Mentally I felt a lot better after speaking with her."

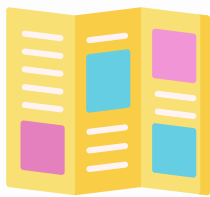
Helpline caller, 2023.



2023

## Annual Report Summary / Whakarāpopototanga o te Pūrongo ā-Tau

Over **10,500** hardcopy consumer handouts sent to sexual health clinics (a 200% increase on 2022).



Over **20,000** copies of our pdf resources for medical professionals & consumers downloaded from [herpes.org.nz](https://herpes.org.nz) and [hvp.org.nz](https://hvp.org.nz).



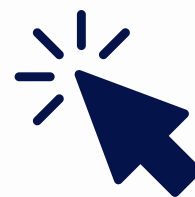
**100%** of helpline feedback rated our service 5/5.

Over **8,250** visits to our 'find your nearest sexual health clinic' page.



Approx **1.25 million** views of our websites: [justthefacts.co.nz](https://justthefacts.co.nz); [stief.org.nz](https://stief.org.nz); [herpes.org.nz](https://herpes.org.nz); [hvp.org.nz](https://hvp.org.nz).

Our **7** evidence-based patient information leaflets updated and **1** new leaflet created.



Our **3** sexual health websites maintained & updated.

"When I called I felt alone, stressed and very upset. I felt listened to, supported and left the call feeling like I could handle things moving forward."

Helpline caller, 2023.



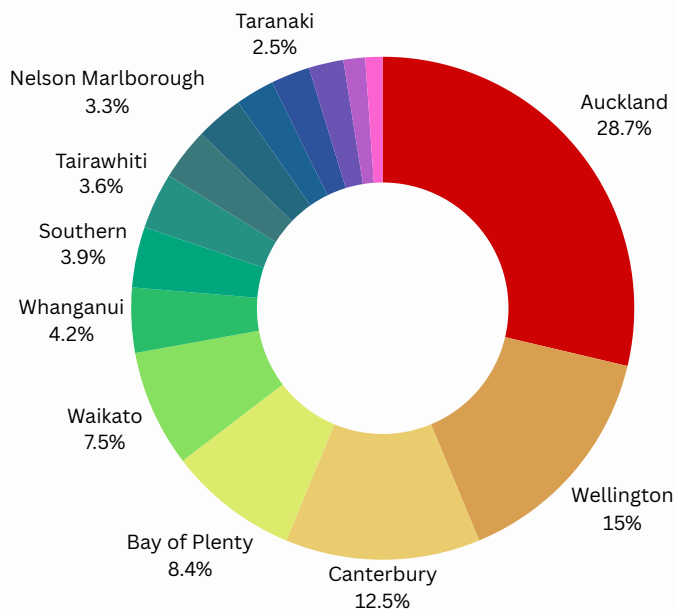
2023

## Where do we work?

In 2023, our printed sexual health resources were requested by and sent to clinics and medical centres across:

- Southern
- Northland
- Waitemata
- Waikato
- Auckland
- Counties Manukau
- Hutt Valley
- Canterbury
- Bay of Plenty
- Taranaki
- Capital and Coast
- South Canterbury
- MidCentral
- West Coast
- Tairāwhiti
- Nelson Marlborough
- Hawke's Bay
- Whanganui
- Wairarapa
- Lakes.

### Helpline caller locations 2023



## 2023 Financial Statements

Our financial year runs from July 01 - June 30. You can view our most recent annual return [here](#).

"Amazing, well informed, and extremely helpful and reassuring. I really value the helpline."

Helpline caller, 2023.



2023

## Campaigns & collaborations

### #onelessworry

STIEF is proud to be representing Aotearoa NZ as an official partner of HPV Awareness Day, the campaigning arm of the International Papillomavirus Society.

### Just the Facts "Sexy Sunday" Series

In 2023, we relaunched our Just the Facts Instagram page, with new branding and more regular content. This included a "Sexy Sunday" series, sharing educational information about various STIs.

### Intersex Aotearoa

We collaborated with Intersex Aotearoa who put together a 4-part video series called INSIGHTS, by and for intersex rangatahi. The series was launched on our Instagram and is now hosted on the Just the Facts website.

### Storyo

We're also lucky enough to be hosting the Storyo Sex and Health Series, created from interviews with 25 folks from Aotearoa, on Just the Facts.

### Beyond the Birds & Bees

In December 2023 we collaborated with BB&B on a series of Instagram posts looking at topics such as communication, consent, and loving your body.



Te Puāwaitanga:  
Beyond the  
Birds & Bees

### Press appearances

'Hope 'game changer' new HPV screening test could aid in eliminating cervical cancer.' Stuff, September 2023.

"Rapid' rise in throat cancer linked to common sexually transmitted infection.' Stuff, July 2023.

'Would Head and Neck Cancer Day: Why HPV vaccination rates must rise.' NZ Doctor, July 2023.

'Aotearoa needs to up its game on HPV vaccination to protect tamariki.' Stuff, March 2023.

# Milestones & looking forward

## **STIEF advisory group**

In early 2023 we put together an advisory group, with the goal of ensuring our mahi is being shaped with input from those we aim to support. The group is now made up of around 15 individuals who attend quarterly meetings with our team. Over the three meetings we've had so far, they have provided insightful and diverse feedback to allow us to continue improving our resources and services.

## **Clinical guidelines**

Our clinical guidelines for HPV and herpes have been significantly developed in 2023 to ensure they remain accurate and up to date. With the support of our new Clinical Lead, these will go through a final review process and our goal is to release them in the first half of 2024.

## **Social media**

We'll be looking to continue developing our social media presence, through the STIEF and Just the Facts Instagram accounts. As a team we have put together goals for this work focused around consistency, growth, and connection.

## **Sexual health events**

In 2024 we are looking to provide in-person opportunities to discuss sexual health, including through collaboration with other organisations. This will start in March with an event alongside Storyo, bringing to life the Just the Facts "Sexy Sunday" series. We'll also be working with the New Zealand Sexual Health Society to co-ordinate a youth-focused programme for a section of their annual conference.

## **Our commitment to Te Tiriti o Waitangi**

Our Māori Health Policy aims to reflect the principles of Te Tiriti o Waitangi and the Ministry of Health Whakamaua Māori Health Action Plan 2020 – 2015 (2020). This document guides how STIEF can work to address health inequities, embed anti-racism and improve Māori health. During 2024 and beyond we will be working to ensure that our mahi is grounded in this vital policy.

### **Contact us / Whakapā mai**

Want to find out more about what we do or get involved?

Email: [amelia@stief.org.nz](mailto:amelia@stief.org.nz) / [olivia@stief.org.nz](mailto:olivia@stief.org.nz)

Call: +64 (09) 433 6526

Post: PO Box 2437, Shortland Street, Auckland 1140.