

2025

Annual Report

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.

Who we are / Mō mātou

STIEF is a national consumer-focused organisation which provides medically accurate information, support, education and resources based on current international best practice, regarding the best optimal management of herpes, HPV, and other sexually transmitted infections (STIs). We operate as an umbrella organisation, providing governance and project management support.

Our branches



The New Zealand Herpes Foundation (NZHF) was established in 1994 to provide accurate information, support, and understanding to people diagnosed with genital herpes. The foundation is a registered charity with its own Board of Trustees.



The New Zealand HPV Project is committed to improving knowledge about HPV, providing up-to-date information and non-judgmental support. The goal is to educate the public about the prevalence, transmission and management of HPV.



Just the Facts was launched in 2013 as an online resource for rangatahi. The website and Instagram provide accessible, clinically accurate information about STIs and sexual health more broadly through written and video content.

Our board / Tō mātou poari

STIEF is governed by a Board of Trustees:

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

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

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

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.

Tessa Green, a Nurse Practitioner working at The 502 Rangatahi Ora, with a Masters of Nursing Science from Victoria University of Wellington.

Our team / Tō mātou kapa

We have a team of part-time contractors who are based around Aotearoa and manage day-to-day operations.

Olivia Hall, Executive Director

Olivia has an MSc in Gender from The London School of Economics and experience facilitating consent and relationships programmes in high schools.

Katie McCullough, Clinical Lead

Katie is a Nurse Practitioner with a special interest in sexual and reproductive health (SRH). She has been nursing since 2010 and serves on multiple boards.

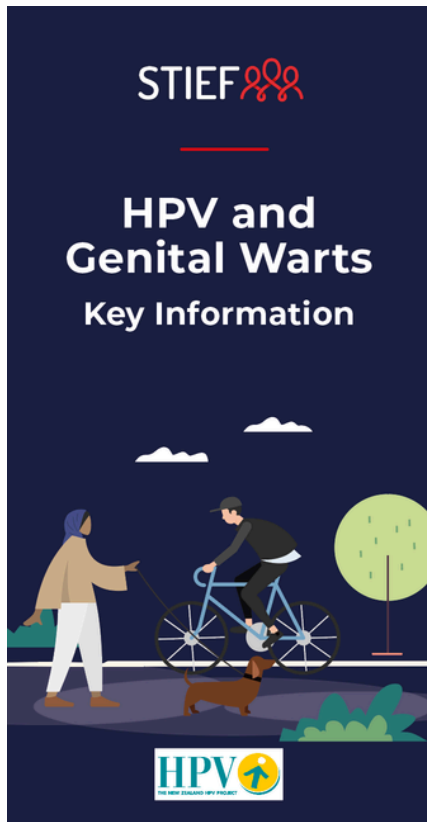
Kat Dewar, Digital Communications Coordinator

Kat is a creative and communications specialist who brings a background in brand strategy and creative direction. We welcomed her to the team in 2025.

We also have a team of dedicated nurse counsellors who manage our helpline:

Claire Hurst, Katie McCullough, and Jo Walker.

Our services / Ā mātou ratonga



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

We do this through:

- **Evidence-based digital education** - we provide an educational sexual health website for rangatahi (justthefacts.org.nz) & specialist websites on HPV (hpv.org.nz) and herpes (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.

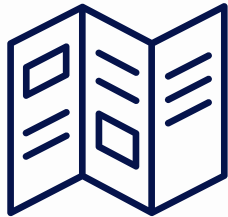
[The nurse counsellor] was extremely knowledgeable and helpful in providing me with all of the accurate information I needed, fully addressed all of my questions and allayed my concerns.

This is an amazing service which I would recommend to anyone.

Helpline caller, 2025

Service performance - 2025 impact

15,880 hardcopy patient handouts sent to sexual health clinics, GPs, student health etc.



Over **7,600** visits to our 'Find Your Local Sexual Health Clinic' page on Just the Facts



Our **8** evidence-based patient information leaflets updated and re-printed.

Approx **817,000** views of our websites: justthefacts.co.nz; stief.org.nz; herpes.org.nz; hpv.org.nz; guidelines.stief.org.nz.



400 1:1 counselling sessions via our phone helpline and **107** helpline emails answered.

Clinical guidelines for the management of herpes and HPV reviewed and promoted.



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

Our **5** sexual health websites maintained & updated.

"[The nurse counsellor] was sympathetic whilst giving me the actual facts on the virus. She was supportive and caring. I felt so much better able to cope when I got off the phone. If you find yourself in a similar situation, do call the Helpline, they are amazing."

Helpline caller, 2025



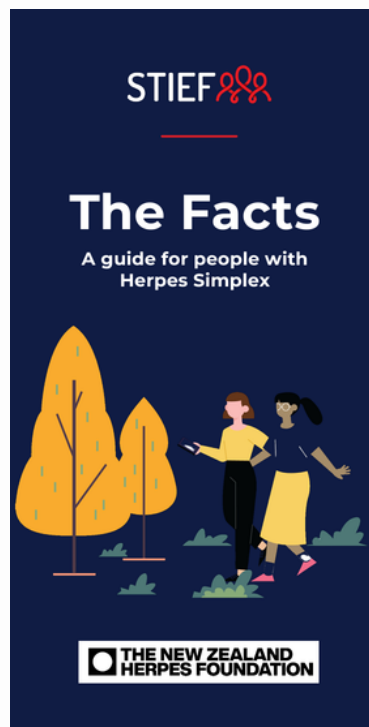
2025

Consumer pamphlets

We produce eight consumer pamphlets on topics relating to HPV and herpes, including a detailed 30-page booklet for people living with herpes.

There has been a huge demand for these resources, which are sent out at no cost to anyone that requests them.

In 2025 we sent out 15,880 pamphlets, with our HPV vaccination and cervical screening pamphlets being the most popular. We continue to receive very positive feedback regarding these resources and ensure they are regularly updated and accessible.



Helpline

We run a helpline to allow people to speak to an experienced nurse counsellor and receive non-judgemental information and advice. The helpline specialises in supporting people who have been diagnosed with herpes or HPV.

In 2025, 400 one-to-one counselling sessions were provided over the phone, and 107 helpline requests were responded to via email.



Feedback from helpline callers

“Educated me, provided immense emotional support, offered resources, supplied healthcare that my GP failed to, and quite literally saved my life”

“The support made a huge difference to the way I was feeling and gave me confidence to not let the diagnosis affect my life in a negative way”

“[Calling the helpline] helped immensely. With her warmth, understanding, knowledge, and empathy, the nurse counsellor helped me move forward”

“The way [the nurse] helped me with her scientific information and empathy was just mind blowing. I am so grateful to this service”

“Really helped take away some of the anxiety I was feeling and she was super informative”

Partnerships and collaborations

STIEF x Girls Get Off

In October 2025 we partnered with Girls Get Off, a New Zealand sexual wellness brand. Girls Get Off (GGO) have an active Facebook community of members who share sex and sexual health questions and advice. We hosted a Facebook and Instagram live between GGO founder, Viv Conway, and our Clinical Lead, Katie McCullough, focused on the many questions and myths that have come up in the Facebook group about herpes. This was a chance to share the STIEF and NZHF resources and break down herpes stigma.

Health NZ Syphilis Campaign

We have been thrilled to support the Health New Zealand syphilis campaign in 2025, by hosting this content on our Just the Facts website. This campaign seeks to raise awareness of the importance of testing for syphilis. A page was created on Just the Facts to share the assets from this campaign and ensure easy links to more information about syphilis and where to get tested.

Just the Facts x THETA

In 2025 we received funding through the Community Organisation Grants Scheme which allowed us to partner with The Theatre in Health Education Trust (THETA) to update our sexual health videos for Just the Facts. Our team worked with the THETA Sexwise Directors to confirm key topics and messages for the videos and they then devised the content with a number of their facilitators. With the scripts finalised, there will be a filming day in January 2026 in Auckland and the videos will be launched later in the year when our new Just the Facts website goes live.

STIEF Advisory Group

Our advisory group has existed since 2023 and in 2025 we recruited a large number of new members to this consumer group, ensuring we get a range of perspectives. We meet online three times a year and these hui are opportunities to share our resources and upcoming projects with a diverse group of people with an interest in sexual health. Their feedback helps us identify gaps in existing content and make our materials more accessible.

The logo for 'girls get off' is written in a lowercase, rounded, pink font. A registered trademark symbol (®) is located at the end of the word 'off'.The logo for 'theta' is written in a bold, lowercase, black sans-serif font. Below the text is a horizontal bar composed of several colored segments: green, yellow, and black.

Looking forward to 2026

Website project

We are now underway with a significant piece of work to transfer all of our websites to a new platform. This project is an opportunity to improve the user experience and accessibility of our sites as well as updating their design and feel. The new sites will hopefully go live in the first half of 2026.

Launching new video content

In 2026 we will launch the videos created with THETA, which explore a number of key topics related to sexual health and relationships in an accessible way for young people. These videos will be hosted on the updated Just the Facts website and we will also work to create useful teaching resources to sit alongside these videos that can be utilised by teachers or parents.

Later in 2026 we'll be looking at options for other new video series for Just the Facts Instagram, including Q&As with a range of individuals talking about their own sexual health experiences.

Just the Facts pamphlets

We will be creating Just the Facts branded pamphlets in 2026 as part of a project with Health New Zealand. These pamphlets will look at specific STIs, bringing together a lot of the key content from the Just the Facts website. There will also be a couple of broader sexual health resources created and these will all be made available for download and order from the HealthEd site.

Our commitment to Te Tiriti o Waitangi

Our Māori Health Policy aims to reflect the principles of Te Tiriti o Waitangi. This document guides how STIEF can work to address health inequities, embed anti-racism and improve Māori health. We will continue to work 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?

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