

# 2022

# 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.

*They provided reassurance and information about children contracting herpes, as well as advice for future pregnancies/nursing relationships.*

*It was wonderful to get immediate and knowledgeable reassurance.*

Helpline caller, 2022.

# 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 spoke to Claire and she was absolutely wonderful and kind. She really helped me through the process of understanding it was normal and most people have it but don't realise or never have symptoms. She recommended a numbing cream that has made my experience so much better and less painful.*

*It's made a massive difference to how I feel about myself and the situation in general. I really could not have asked for a better experience or person to talk to through this whole thing."*

Helpline caller, 2022.

# 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.

**Claire Hurst**, Clinical Nurse Specialist with 29 years experience in Sexual Health. Claire established the NZ Herpes Foundation, NZ HPV Project and STIEF.

**Alaina Luxmoore**, Consumer Representative with experience in marketing, advertising, media and digital technologies.

## Managing our day-to-day work:

- Amelia Jenkinson, Executive Director (since Nov 2022).
- Our dedicated team of nurse counsellors: Claire Hurst, Katie McCullough and Eileen Brown.

In November 2022 we were very sad to say goodbye to the incredible Hayley Samuel, our Executive Director since 2016. We would like to say a **huge thank you to Hayley** for her amazing mahi over the years, and we wish her every success in her exciting new role at MEDSAC!

## Partners, collaborators & advisors:

- New Zealand Sexual Health Society
- Head and Neck Cancer Foundation Aotearoa
- THETA
- SYHPANZ
- Seqirus
- Birds & Bees App / University of Canterbury
- Special Group.

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

"Claire was super helpful in helping me to better understand my situation and educating me on the reality vs the stigma."

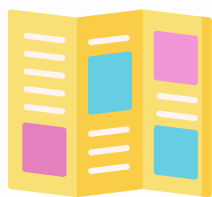
Helpline caller, 2022.



2022

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

Over **5000** hardcopy consumer handouts sent to sexual health clinics.



**10k** visits to our 'find your nearest sexual health clinic' page.



Over **25,000** 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).

Approx **1 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).

**280** 1:1 counselling sessions via our herpes and HPV helplines.



Our **8** evidence-based patient information leaflets updated.



**100%** helpline callers rated our service 4/5 or 5/5.

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

"Has helped immensely. I was extremely stressed, with lots of information out there, but I wanted answers to specific questions, which I got, and the chat has made me feel a lot more comfortable with my situation."

Helpline caller, 2022.



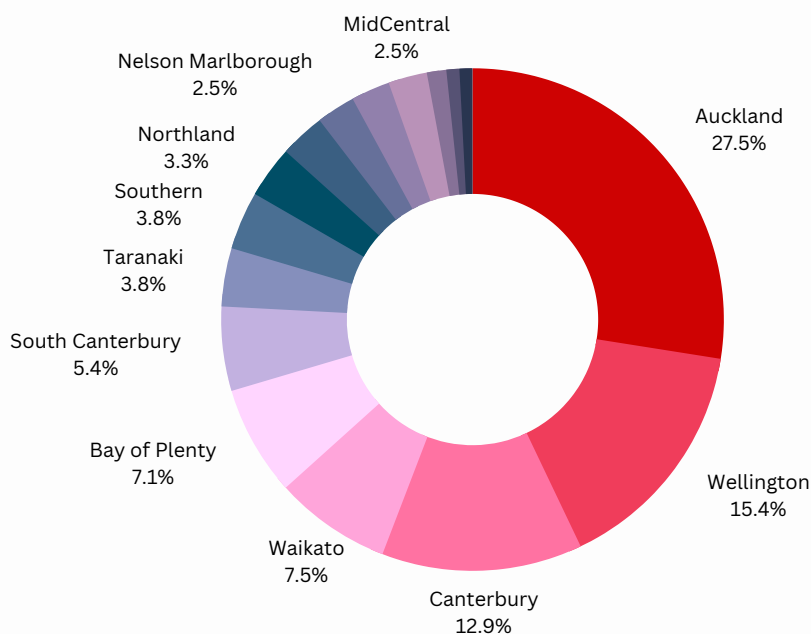
2022

## Where do we work?

In 2022, our printed sexual health resources were requested by and sent to clinics and medical centres across:

- Waikato
- Canterbury
- Waitemata
- Nelson Marlborough
- Hawke's Bay
- Capital & Coast
- Auckland
- Counties Manukau
- Southern
- MidCentral
- Bay of Plenty
- Northland
- Tairāwhiti
- West Coast
- Lakes
- Taranaki.

### Helpline caller locations 2022



## 2022 Financial Statements

Our financial year runs from July 01 - June 30. You can view our July 2021-June 2022 annual return [here](#).

"Very informative, answered my questions, helped me understand more about my condition, gave me insights and information that was more in-depth and personal than what I have been able to find online."

Helpline caller, 2022.



2022

## 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. We're teaming up with the campaign to do ongoing awareness raising about HPV.

### Let's talk about sex!

We're lucky enough to be hosting the amazing digital initiatives Ai (a series dedicated to educating rangatahi about sexual health) and Tapu Vā (a safe space to talanoa about Pasifika sexual health) on Just the Facts. Both series launched in winter 2022.

### World Head and Neck Cancer Day

This year we teamed up with Special, THETA and the Head and Neck Cancer Foundation to run an awareness raising campaign for Head and Neck Cancer and the HPV vaccine. Our Facebook video got over 50,000 views as well as multiple shares and high engagement.

### Beyond the Birds and Bees

We're working with the team from University of Canterbury behind this great new app to provide relationships and sexuality education for rangatahi.



### Press appearances

'I have herpes and you probably do too.' RE: News, Dec 2022.

'HPV vaccination prevents cancer - protect your child this World Head and Neck Cancer Day'. NZ Doctor, July 2022.

'Queen's Birthday Honours: Doctor's commitment to sexual health services recognised.' Stuff, June 2022.

'Who Doesn't Have It?' Scoop Health, March 2022.

'You may have chlamydia' email from University of Otago an uncomfortable but welcome surprise.' Stuff, Feb 2022.

# What's coming next?

## Clinic portal launch

In Spring 2023 we're launching an exciting new service for sexual health clinics. This will be a user portal that clinics can access to instantly update the details we have on record about their services. Clinics will also be able to use the portal to order our patient information resources. This new service will ensure that all peoples in Aotearoa New Zealand have access to up-to-date, accurate information about their local sexual health services.

## HPV vaccine uptake

The COVID-19 pandemic has further impacted our already low HPV-vaccinated numbers here in Aotearoa NZ. We'll be working with a number of key organisations to continue to raise awareness of the benefits of the HPV vaccine.

## Developing our services for rangatahi

We'll be developing our offering to rangatahi via Just the Facts ([www.justthefacts.co.nz](http://www.justthefacts.co.nz)) and our social media channels (@STIeducationfoundation). We'll be doing this in collaboration with our awesome youth advisory partners.

## Growing our team

We'll be hiring new Board members, advisors, consumer reference panellists and more! Keep an eye on our websites and social media for updates.

## 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 2023 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?

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Call: +64 (09) 433 6526

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