

# 2024

# 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.

# 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.

In 2024 we said farewell to two Trustees who have given a huge amount of time and guidance to STIEF, **Dr Anne Robertson** and **Dr Cathy Stephenson**.

Following this we welcomed a new Trustee in December 2024:

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



*STIEF and NZHF Board and team members at the 2024 NZSHS Conference*

# 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 been with STIEF since 2023. She has an MSc in Gender from The London School of Economics and experience facilitating consent and relationships programmes in high schools.

## **Jackie Hazelhurst**, Digital Communications Coordinator

Jackie joined the STIEF team in 2023 and is currently a trainee intern in her final year of medical school.

In 2024 we said goodbye to **Emelia Legget** who worked alongside Jackie as a Digital Communications Coordinator and made huge contributions to Just the Facts. We will look to recruit a new team member into this role in early 2025.

We also have a team of dedicated nurse counsellors who manage our helpline: **Claire Hurst, Katie McCullough**, and **Jo Walker**.

## Introducing our new Clinical Lead

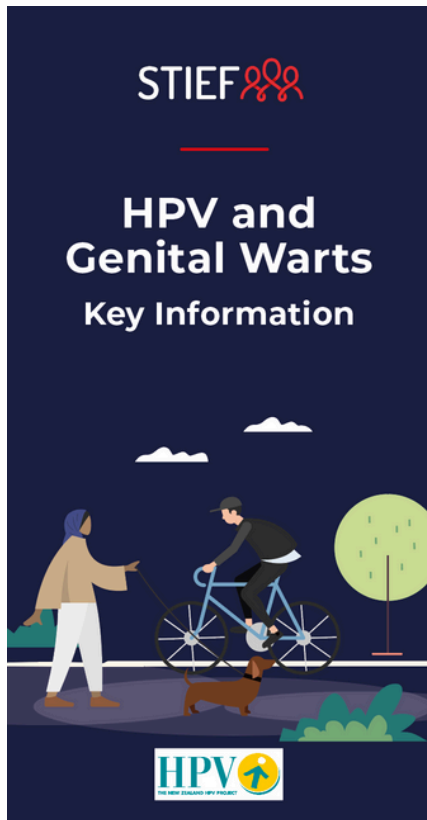


In January 2024 we were thrilled to welcome **Katie McCullough** to the team in the new role of Clinical Lead. Katie is a Nurse Practitioner with a special interest in sexual and reproductive health.

For a significant period of time, STIEF relied on the donated time of clinicians to ensure our resources remained accurate and up-to-date. Ultimately this was not sustainable, despite generous contributions from board members and other medical practitioners.

Thanks to bringing Katie on board, we have been able to publish new HPV and herpes clinical guidelines for the first time since 2017, as well as complete an extensive update of our patient pamphlets and websites.

# 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](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 your helpline a few weeks ago and wanted to say a huge thank you for the reassurance. I wish I had called years ago when I was diagnosed.*

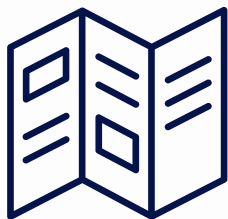
*I had felt overwhelmed by the stigma for years. My life feels so much brighter now.*

Helpline caller, 2024



# Service performance - 2024 impact

Over **17,750** hardcopy consumer handouts sent to sexual health clinics (up from 10,500 in 2023).



Over **9,300** 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.



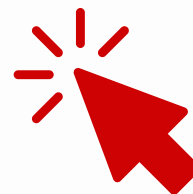
Approx **1.1 million** views of our websites: justthefacts.co.nz; stief.org.nz; herpes.org.nz; hpv.org.nz.



**370** 1:1 counselling sessions via our phone helpline.



**New clinical guidelines** for the management of herpes and HPV published.



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

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

*"I just want to let you know how valuable your resources are and how we use them on a daily basis to raise awareness and open more conversations about HPV. Appreciate your work."*

Feedback on pamphlets, 2024.



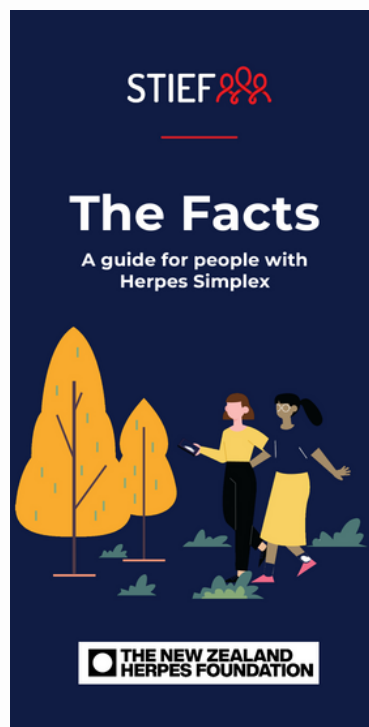
2024

## 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 2024 we sent out **17,784 pamphlets**, up from 10,500 in 2023. This shows a 169% increase which follows a 200% increase from 2022 to 2023. We receive incredibly positive feedback about the content and accessibility of these resources.



# 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 2024, 370 one-to-one counselling sessions were provided over the phone, and 170 helpline requests were responded to via email.



## Feedback from helpline callers

*"I was reassured immediately and I'm so grateful they were available for me to call"*

*"Professional, kind, nonjudgmental, and confident. It made a huge difference having a helpline because it made me feel less alone"*

*"A wonderful, needed and responsive service"*

*"The nurse was absolutely amazing and I am so beyond grateful for this service"*

*"Really helped take away some of the anxiety I was feeling and she was super informative"*



# Clinical guidelines

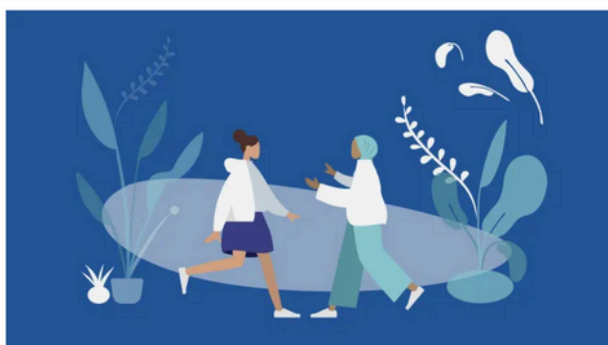
Our clinical guidelines for the management of herpes and HPV are designed to support clinicians to provide best practice care. While our last editions were released in 2017, with the support of our Clinical Lead we have been able to significantly redevelop and update these to release **brand new clinical guidelines** in 2024.

Changes in the 2024 herpes clinical guidelines include:

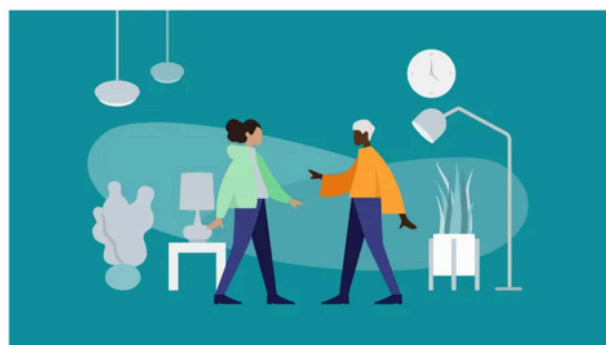
- Guidance around second stage treatment for patients who are poorly controlled on suppressive therapy;
- Specific information on herpes proctitis;
- Recently pharmacists have been able to upskill to provide valaciclovir for episodic treatment for a recurrence of previously diagnosed HSV;
- Changes to advice on active herpes during labour;
- Commercial point of care (POC) tests available online are not supported for the diagnosis of HSV-2.

Changes in the 2024 HPV guidelines include:

- The National Cervical Screening Programme (NCSP) has changed from a cytology-based to primary HPV screening programme;
- The World Health Organization has adopted a strategy for cervical cancer elimination as a public health problem through optimal HPV vaccination and cervical screening;
- There is an increased focus on the prevention of anal cancer;
- Persistent HPV 16/18 infection has been associated with preterm birth;
- A recent review of the evidence for sexual transmission of clinical HPV in children has shown that there is no cut-off age to delineate between vertical versus horizontal transmission.



**GUIDELINES FOR THE  
MANAGEMENT OF GENITAL HERPES  
IN AOTEAROA NEW ZEALAND  
13TH EDITION - 2024**



**GUIDELINES FOR THE  
MANAGEMENT OF GENITAL, ANAL  
AND THROAT HPV INFECTION  
IN AOTEAROA NEW ZEALAND  
10TH EDITION - 2024**

# Partnerships and collaborations

## **New Zealand Sexual Health Society**

In 2024, Olivia was part of the committee organising the New Zealand Sexual Health Conference, which was held in Ōtautahi in October. Olivia specifically supported the committee as a STIEF and Just the Facts representative to develop a youth sexual health focused stream. STIEF also had a stall at the two-day conference which was an opportunity to talk to a wide range of attendees about our resources and services.

## **Auckland Sexual Health Interagency Network**

The Interagency Network meets approximately every three months with representatives from sexual health organisations across Tāmaki Makaurau, including Sexual Wellbeing Aotearoa, Rape Prevention Education, Burnett Foundation, and Rainbow Youth. These meetings are a great opportunity to promote resources, discuss upcoming projects, and find ways to collaborate and support shared goals.

## **STIEF Advisory Group**

In 2023 we put together the STIEF Advisory Group, made up of a group of consumers with an interest in sexual health. This group continued in 2024 with meetings in March, June, and October. There are approximately 15 members attending each hui who provide us with insights and feedback regarding our work. This is important to us to ensure that the resources we're providing are shaped according to the needs of the consumers.

## **Head and Neck Cancer Foundation Aotearoa**

We collaborate with the Head and Neck Cancer Foundation Aotearoa where appropriate regarding our shared goals in relation to HPV related cancers. In 2024, we jointly sent a letter to Hon Dr Shane Reti (then the Minister of Health) regarding low HPV vaccination rates in Aotearoa, and ultimately met with the Minister to share our ideas for increasing uptake. We have further plans to collaborate to promote vaccination and cervical screening in 2025.



**HEAD AND NECK CANCER  
FOUNDATION AOTEAROA**



# Looking forward to 2025

## **2025 - 2027 strategic plan**

With our in-person Board strategy day taking place in March, we'll be looking to put together a new strategic plan for the two financial years running July 2025 to June 2027. This is an opportunity for reflection and longer-term goal setting to ensure our services continue to fill an important place within the sexual health sector.

## **New video content**

In 2025 we will be looking to create new video content for our Just the Facts social media accounts and website. We are in discussion with THETA about collaborating with them to update previous videos we have made together exploring key questions young people have about sexual health.

## **Social media growth**

Our goal for Just the Facts in 2025 is to post consistently engaging, educational content on Instagram to grow our community of rangatahi. This will include sharing more diverse video content and looking to collaborate with other organisations and social media accounts.

## **HPV awareness day**

Ahead of International HPV Awareness Day in March we will be looking to connect with university organisations and media to promote the HPV vaccine for university students. This will be done in collaboration with the Head and Neck Cancer Foundation.

## **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 – 2025. 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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Call: +64 (09) 433 6526

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