

identifying depicted Santas as normal weight, overweight or obese. After performing around 200 SBSI measurements on male adult Santa pictures, the mean SBSI comes out as 0.8 with a standard deviation of 0.5. The convention of obese Santas may lead to an unreasonable pressure on daddy Santas to try to adapt to this role model, at least during the festive season. Focus group interviews should be performed with these fathers, in order properly to advise them in preparation for their Christmas performance. Cushions can be offered as a salutogenic alternative to gorging on stuffing, mince pies and Christmas pudding. The findings on men do not embrace women. Indeed, the consequences of nude Mrs Santa as a role model could be that mummy Santas wear too few clothes and so are at risk of Yuletide hypothermia.

Time trends issue

A simple Google search for identifying pictures is not a good way to go about time trend analysis of Santa's body size, because most pictures found here do not provide any time indication, and so far much historical material is

missing on Google. Suggestions for identifying other sources of pictures are most welcome. A solid monitoring system needs to be developed.

GloboSanta

Many cultures around the world do not celebrate Christmas, but this does not mean they have no knowledge of Santa and so the global relevance of the SBSI is unquestioned. Furthermore, the world's most well-known brand, Coca-Cola, has announced that Santa is visiting every home, which will enhance Santa recognition in all continents.

Conclusions

The severity of Santa's obesity needs further exploration. The cut-offs of SBSI indicating overweight and obesity in Santas need to be validated. The lack of data on the female Santa is worrying.

Season's Greetings and a Happy New Year!

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Editor-in-Chief

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In this issue

Food availability and access: central issues for public health nutrition

Access to healthy food is an important determinant of optimal nutrition status in any context, and remains an important focus for public health nutrition practice and research. Because food access is influenced by many factors (such as availability, affordability and consumer knowledge, to name a few), measurement and analysis of food accessibility is an ongoing challenge. In this issue, Anderson *et al.*¹ present a paper identifying key food items to include in a tool designed to assess food access, including consideration of the vexing issue of defining what is 'healthy food'.

Supermarkets continue to be major access points for food in many countries and have an important influence on food and nutrient availability. Hamilton *et al.*² report on an analysis of supermarket sales data in New Zealand as a basis for assessing food and nutrient availability. Results suggest this data source has considerable utility for the measurement and monitoring of food purchasing and consumption trends.

Naska *et al.*³ report on analysis of different approaches to estimate daily energy and nutrient availability based on household budget survey data from the European-based DAFNE project.

In a study of 3931 female Japanese dietetic students, Murakami *et al.*⁴ provide evidence that the affordability of food and nutrients affects actual consumption, but that this effect is difficult to interpret in terms of desirable effects on nutrient intake and body composition.

More fruit and vegetables

Fruit and vegetables remain at the forefront of dietary guidance worldwide, and research that explores the determinants of consumption and interventions that promote consumption are critical in order to effectively achieve desirable fruit and vegetable intakes. Two papers in this issue address a number of determinants of fruit and vegetable consumption. Gallaway *et al.*⁵ report on a study of 473 boy scouts in the USA to identify psychosocial and demographic predictors of fruit, juice and vegetable consumption. Morland and Filomena⁶ report

on disparities in the availability of fruit and vegetables between racially segregated urban neighbourhoods in New York, reinforcing the importance of access and availability as determinants of consumption.

Interventions to promote fruit and vegetable consumption need to be effectively evaluated to inform better practice. Tak *et al.*⁷ report on an evaluation of 1-year follow-up of a primary school free fruit and vegetable supply intervention and Slusser *et al.*⁸ provide evidence on the effectiveness of introducing a salad bar at school lunch programmes in the USA. Both studies again illustrate the importance of making fruit and vegetables available and accessible as a prelude to measurable increases in consumption.

Food insecurity measurement

Nord and Hopwood⁹ present findings on a study assessing whether interview mode (telephone vs. in-person) affects the results of surveys that measure food security. It will be of interest to practitioners and researchers working in the area of food security to note that remote interview methods can be used with minor effects on data quality relative to more difficult and more expensive-to-conduct methods currently available.

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