NY1 (Time Warner Cable News)

Group Calls on Feds to Regulate E-cigarette Ads

By NY1 News
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City officials and community groups gathered Sunday to protest e-cigarette ads that target children.

The rally on the Upper West Side was organized by City Comptroller Scott Stringer and Public Advocate Letitia James.

They say the federal government needs to regulate the marketing and classification of e-cigarettes to protect children and teens.

"We have an obligation to learn from the past. We need to apply the same rules that apply to cigarettes to e-cigarettes," Stringer said.

"It's really critically important that we know and understand the dangers of e-cigarettes, and there's not enough information," James said.

"E-cigarettes with their flavorings and their advertising completely attract children. It's the same industry playbook that we saw with regular tobacco," said Global Advisors on Smoke-Free Policy Executive Director Karen Blumenfeld.

The Centers for Disease Control says more than 70 percent of young Americans have been exposed to e-cigarette ads.

Protesters also urged the Food and Drug Administration to do a complete investigation into the effects of e-cigarettes.

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