



## **Kuaishou and “Healthy China” crowd-source mental-health questions, experts to answer live on World Mental Health Day**

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Global Times: [Kuaishou and “Healthy China” crowd-source mental-health questions, experts to answer live on World Mental Health Day](#)

On Sept 15, Kuaishou, together with the national “Healthy China” initiative and the China Health Education Center, asked users nationwide to send in the mental-health questions they most want answered. On Oct 10, the 34th World Mental Health Day, a panel of top psychiatrists and psychologists will go live on the Healthy China Kuaishou account and tackle the most-upvoted questions in real time. This initiative is part of Kuaishou’s “Planting the Sun” project which traditionally leverages short videos and livestreaming to disseminate mental health knowledge. For the first time, the project is gathering questions from netizens in advance to tailor the livestream content to address widely shared concerns. Since August 2021 Kuaishou has also run a 24/7 psychological-crisis task-force: an AI alert flags at-risk posts, trained responders apply de-escalation protocols, and local police are looped in when seconds count—an around-the-clock safety net for users showing signs of suicidal tendencies.