



## **Digital empowerment for emergency rescue efforts: Kuaishou Health launches “Kuaishou First Aid Month” Campaign**

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China Youth Daily : [Digital empowerment for emergency rescue efforts: Kuaishou Health launches “Kuaishou First Aid Month” Campaign](#)

First aid is for everyone, everywhere. This year, September 9 marks the 24th “World First Aid Day”, with the theme of “Digital Empowerment: Aid is at Hand”. To promote and advance emergency rescue efforts, Kuaishou Health, in collaboration with the Chinese Red Cross Foundation, launched the #KuaishouFirstAidMonth campaign. Through various activities such as topic challenges, themed live broadcasts, Q&A interactions and magic shows, the campaign aims to educate the public with practical and applicable emergency first aid knowledge and skills, emphasizing the principle of “Learning First Aid for Our Family”.