



With over 620 million views, “Kuaishou First Aid Month” boosts the spread of first aid knowledge

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China National Radio : [With over 620 million views, “Kuaishou First Aid Month” boosts the spread of first aid knowledge.](#)

From September 1 to October 8, Kuaishou Health launched the topic of #KuaishouFirstAidMonth, and organized a diverse array of activities under the theme of “First Aid at Kuaishou” jointly with the Chinese Red Cross Foundation, including topic challenges, live-streaming series, interactive quizzes and magic shows. Kuaishou Health not only presented extensive, user-friendly and practical first aid knowledge to users, but also effectively conveyed the concept of “Learning First Aid for Your Family” to promote the principles of self-reliance and mutual aid. As a result, the event-related topics attracted over 620 million views, and the total number of viewers for the live broadcasts exceeded 44.35 million.