SMARTBUILD Takes Action on Mental Health in Construction with a New Toolbox Talks Feature Added to its Platform

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Toronto, Ontario, June 25, 2025 - SMARTBUILD, a leading provider of construction management solutions, has added a new mental health resource to its platform: the Mental Health Toolbox Talks created by the Construction Industry Alliance for Suicide Prevention (CIASP). These talks are designed to engage field workers and introduce concepts related to mental wellness and suicide prevention. Recognizing that mental health is a vital component of jobsite safety.

The Toolbox Talks are built around CIASP's STAND UP framework for suicide prevention in construction: S ? Safety: Introduces the connection between mental health and jobsite safety, T ? Training: Provides tools like the TASC method (Tune In, Ask, State, Connect), A ? Awareness: Identifies warning signs and risk factors, N ? Normalize: Encourages open, stigma-free dialogue, D ? Decrease: Focuses on reducing stigma and encouraging early intervention.

Each Toolbox Talk is designed for use during safety meetings, morning huddles, or training sessions, helping field teams engage in structured yet accessible conversations about mental health.

The initiative is supported by Sonya Bohmann, Executive Director of CIASP, and Zulqernain (ZULQ) Malik, Founder of SMARTBUILD and CIASP board member. By integrating the Toolbox Talks into its widely used construction platform, SMARTBUILD is making it easier for companies to incorporate mental health education into everyday workflows.

Suicide rates in the construction industry are among the highest in North America. Factors contributing to this include long hours, chronic physical strain, job insecurity, and a workplace culture that has historically discouraged vulnerability. Recognizing these pressures, SMARTBUILD's new resource aims to shift that culture toward one where mental health is integrated into daily safety practices. Making the tools available and easily accessible through SMARTBUILD's platform.

"Mental health is jobsite safety," said Zulqernain Malik, Founder of SMARTBUILD. "These Toolbox Talks are designed for real crews in real conditions. We're not trying to replace professional help. We're helping crews recognize when it's time to speak up and support each other. Construction can be tough, but no one should feel like they have to go through it alone."

The initiative supports SMARTBUILD's mission to reduce friction in construction processes and improve the well-being of construction teams. The SMARTBUILD platform was developed to improve communication, documentation, and compliance on job sites. With the addition of the Mental Health Toolbox Talks, SMARTBUILD reinforces its position as a company committed to improving construction processes as a whole.

The Mental Health Toolbox Talks are now available inside the SMARTBUILD platform and are included at no additional cost for all existing users.

About SMARTBUILD

SMARTBUILD recognizes the unique needs of construction projects, including stakeholders like general contractors, subcontractors, and architects. Backed by over 50 years of combined field experience, they've developed purpose-built tools for each role: smrtGC for general contractors, smrtSub for trade partners, and the upcoming smrtAE to support architects from concept to closeout. Each solution is crafted to simplify workflows and improve communication across every phase of construction.

About the Construction Industry Alliance for Suicide Prevention (CIASP)

The Construction Industry Alliance for Suicide Prevention is a nonprofit organization dedicated to changing the statistics by educating and equipping organizations, industry service providers and construction professionals to STAND Up for suicide prevention and address it as a health and safety priority.

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