



How Counslr Brings 24/7 Mental Health Support to Industrial Workers nationwide

www.counslr.com

NOITU Fights for Members' Mental Health

About NOITU

Founded in 1950, the National Organization of Industrial Trade Unions (NOITU) is a parent national union affiliated with the International Union of Journeymen and Allied Trades (IUJAT). NOITU represents a diverse membership of skilled, semi-skilled, and unskilled industrial workers across five autonomous local unions. Guided by the mission that "the good and welfare of our membership is the only reason for our existence," NOITU champions its members' rights through comprehensive negotiations on working conditions, compensation, and diligent enforcement of union contracts.

Why Counslr?

NOITU members face pressures that span well beyond the workplace. Financial concerns, family stress, health challenges, and job insecurity weigh heavily on industrial workers. And when those pressures build, accessing mental health support isn't always straightforward. Traditional resources often require appointments, referrals, and in-person visits during standard business hours, putting them out of reach for many members.

NOITU recognized that its members deserved support that fit around their lives. Counslr's 24/7 text-based model offered exactly that: confidential, on-demand support with no scheduling barriers and no waiting rooms.

My job is to look out for our members, but I can't help with what I don't know about. Counslr reaches the ones who'd never walk into my office or call an EAP line. They're using it late at night, on lunch breaks, in their trucks—and they're talking about stuff they've historically kept buried. As a president, that gives me real peace of mind.



Gerard A. Jones, National President, NOITU

Results

86%

of NOITU members who engaged with the app had never previously sought mental health support.

100%

Post-session satisfaction rate among NOITU members.

Top Issues Discussed

1. Anxiety
2. Stress
3. Family Concerns
4. Social media & online usage
5. Work-related challenges