Social workers are familiar with the personal, familial and societal costs of untreated substance abuse. However, more than 95 percent of adults who suffer from substance use disorders fail to connect either with professional treatment services or support groups such as Alcoholics Anonymous. When compared to any other occupation, union construction workers demonstrate among the highest heavy alcohol and illicit drug use. In addition, they have a centuries-old organizational culture that promotes substance abuse and discourages help-seeking. Research indicates a variety of practical and psychological barriers impede treatment access. Less understood is the role of individual attitudes towards seeking help and the appraisal of the negative consequences of substance use. The purpose of this study was to test a conceptual model explaining behavioral intention to seek help for substance use disorders in male union construction workers referred to a union Member Assistance Program. The overarching theoretical framework for this study utilized Ajzen’s theory of planned behavior, Bandura’s social cognitive theory, and Prochaska and DiClemente’s transtheoretical model of change. Multiple regression analyses tested the impact of the predictor variables along three stages of the behavioral change continuum. While the analysis demonstrated that sets of five of the predictors had a significant impact on one or more of the stages, the single most important finding was that appraisal of the consequences of substance abuse had the greatest effect on each of the three stages of change and was the only predictor of the final stage of taking steps towards change. This study will inform social workers and others to understand the barriers to seeking help and to develop approaches that will enhance the capacity of union construction workers to access and make use of services.