



REACHING EACH AND EVERY ONE

# Success Story

## Prince Albert's West Flats neighbourhood enjoys new sport experiences

**IT ALL STARTED WITH A BOWLING NIGHT**  
in 2023.

As nearly 80 residents in Prince Albert's West Flat neighbourhood attempted strikes and spares – and maybe threw some gutter balls in the process – participants experienced a connection with sport, recreation, and physical activity.

For many that night, they went on to discover their love for dodgeball. Others headed out onto nearby Candle Lake and found their passion for water sports. Some wanted to try hiking, which included medicine picking and cultural teachings, while others decided to try ziplining at Prince Albert National Park.



PRINCE ALBERT,  
SASKATCHEWAN

**Canada**

This project is funded by  
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Daphne Masih, youth engagement coordinator for CBYF

Residents were able to pursue these opportunities through the Communities Building Youth Futures (CBYF) Safe Spaces & Activity Program - which was made possible thanks to funding from the Canadian Parks and Recreation Association’s Reaching Each and Every One: A Community Sport Intervention program. This program, which was funded by Sport Canada’s Community Sport for All Initiative, seeks to remove barriers and increase sport participation rates for equity deserving groups across Canada.

“We were able to create an opportunity and a safe space for anybody, at any physical activity level, to access a route to health,” says Daphne Masih, youth engagement coordinator for CBYF.

CBYF is a youth-led organization that works to build a stronger future for all youth in the Prince Albert, Saskatchewan, community. When CBYF launched the program, Masih wanted to bring more physical activity opportunities to residents in Prince Albert’s West Flat neighbourhood, but says she realized that they weren’t interested in traditional sport programs like hockey, soccer, or basketball.

“It was just something that was so foreign to them, and people weren’t interested,” Masih says, adding that the organization decided to pivot its programming to less traditional sports – but ones that kept people moving.

She says that the West Flats neighbourhood is largely low-income and Indigenous, and residents face many barriers to accessing sport and recreation opportunities such as transportation, cost, and their busy work schedules.

Masih says the funding helped support transportation costs for people who lived further away from the activities, as well as the facility rentals, staff, and Elders needed to run the programs which kept registration costs free for individuals.

She says that the CBYF was also able to accommodate more participants’ schedules by offering activities later in the day and on weekends, so the program could include as many people as possible.

“The point of our organization is to try and figure out how we can bring a cohesive community together — and, give our youth the best leg up in the future,” Masih explains.

She adds that the CBYF has always wanted to offer more physical health opportunities for youth and families across Prince Albert, but has faced its own barriers when accessing funding opportunities.

“We are totally stoked that we were able to find funding, and were able to make this happen — and make it happen in a way that’s actually accessible,” Masih says, adding that participants were full of “gratitude” for this experience.

“This funding allowed people to fully immerse themselves into what would be healthy for them,” she says. “People were able to come together, understand themselves, understand their community, do things together, and meet new people.” 🍁