



Positioning the Monell Chemical Senses Center in the 2020s: Our Strategic Plan

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Our Mission



Improve health and well-being
by advancing the scientific
understanding of taste, smell,
and related senses



Our Core Values



- **Commitment:** We view basic science as the foundation of discovery.
- **Collaboration:** We practice interdisciplinary science with diverse partners to inspire new perspectives and discoveries.
- **Open Communication:** We share our knowledge widely to impact global health and well-being.
- **Mentorship:** We train the next generation of chemosensory scientists to assure a bright future.
- **Broad Impact:** We work across sectors to advance science that solves problems.



We envision a future where the Center's discoveries in taste, smell, and related senses promote early disease detection, prevention, and treatment; assure healthy function of these essential senses throughout life; and improve human health and well-being.



- **Improve Nutritional Health:** Reduce overconsumption of salt, fat, and sugar by integrating sensory and nutrition science to reduce diet-related diseases and promote health.
- **Diagnose and Treat Diseases:** Advance new technologies to monitor volatile chemicals that signal disease and harness solitary chemosensory cells to target innate immunity.
- **Tackle Loss of Smell and Taste:** Restore or prevent loss of human smell and taste throughout life through regenerative medicine and behavioral strategies.
- **Digitize Chemosensory Data:** Deliver digitized odors, tastes, and chemesthetic percepts anywhere instantaneously using new technology and devices.

Translating the Mission

