The fact that science and technology are imbedded in every aspect of modern life means both that all people need some familiarity and comfort with S&T and that the overall relationship between science and the rest of society needs to be smooth. However, over the last decade that relationship has become much more tense. This results in part from conflict between science and political or economic expedience and in part from a conflict of scientific advances and core human values. Advances in neuroscience, which can call into question age-old assumptions/beliefs about such concepts as the mind or soul, are ripe to fuel that tension. In response, the neuroscience community needs both to do a better job educating the public and engaging with the rest of society in ways that help the public both accept and best utilize the products of neuroscience research.